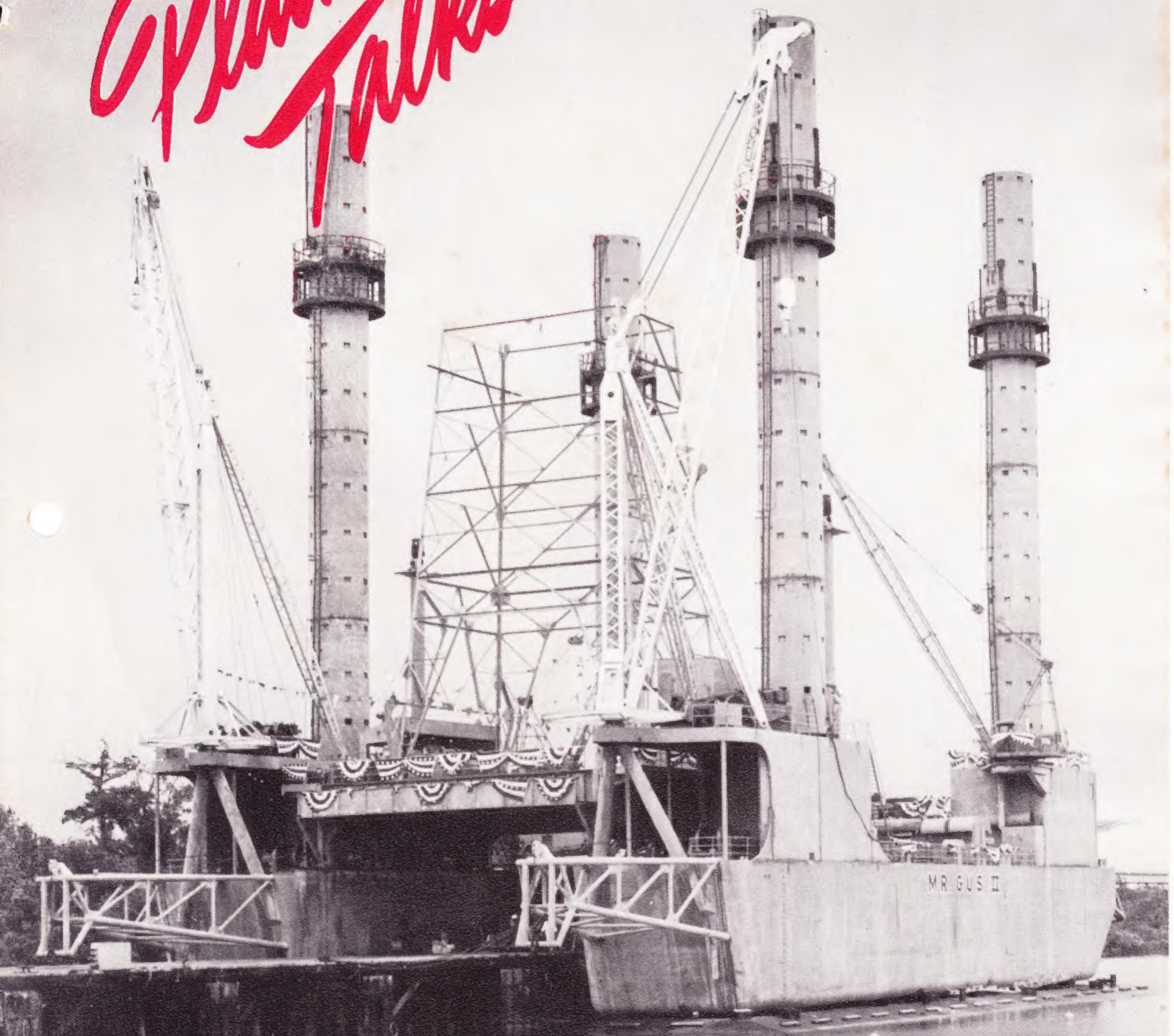


Maine Lakes



GULF STATES UTILITIES CO.
JUNE, 1957

Plain Talks

A magazine for employees of Gulf States Utilities Company

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor.

SCHOOL'S OUT — LOOK OUT!

School's out! And from throughout our service area youngsters are eager to take advantage of the warm, care-free days ahead. They'll be playing outdoors at all hours of the day from now until next Fall. Let's remember that when we're driving, and watch out for those little fellows. Sure, they know better than to run out in front of an auto — but sometimes, well, they just forget. In residential areas especially, let's drive slower — we should always drive carefully — and keep an eye peeled for that unpredictable child. We wouldn't take it lightly if someone's auto struck our youngster, no matter whose fault it was. So let's give other parents' children the break we'd want them to give ours, and keep those youngsters' vacation days happy.

M.A.

ARE YOU ONE?

Some folks seem to have a gift for helping make this old world a happier place. They see beauty in things that appear drab and commonplace to most of us. They laugh at life and move you to laughter, too. Just being around these blithe spirits gives most of the rest of us a lift.

That kind of person gets a kick out of his work. He doesn't run a three-phase service line to a farm or home; he paves the way for Reddy Kilowatt to lighten the load and help make life better for some pretty nice people. He doesn't add columns of figures; he writes colorful and accurate reports on what it takes to operate a company dedicated to public service. He never dismantles a turbo-generator; he "doctors" an important patient who must be kept healthy and humming to keep a city lighted and heat a thousand babies' milk. He doesn't sell and install electric ranges, water heaters, food freezers, and dryers; he helps his friends and neighbors take advantage of the wonders of this electric age; helps them live better . . . electrically.

This way, he gets a lot out of life, and seems to get ahead, too. He's a nice kind of guy to have around and we're fortunate to have many like him on our payroll.

LET'S SET THE RECORD STRAIGHT ON SUBSIDIES AND AMORTIZATION

Political power groups and our kind of folks have widely different opinions on many subjects, naturally. A controversy of particular interest today concerns the terms "amortization" and "subsidy," as applied to the operation of an electric power company like Gulf States.

Political power groups, no doubt chafing a bit at accurate descriptions of how their virtually tax-free, low interest rate style of operation lets them undersell most investor-owned, tax-paying electric companies, are striking back by accusing the government of "subsidizing" business-managed electric companies by allowing 5-year amortization of their facilities.

This fact was brought to light in the recent majority report of the Chudoff Subcommittee on Public Works and Resources, which went on to say that "utilities will receive a 'subsidy' of \$4,276,811,302 as a result of the amortization provisions of the income tax laws."

The gross exaggeration of this statement can be recognized by anyone reading a study released last December by the Joint Committee on Internal Revenue Taxation which stated, "the overall cost that could result from all certificates issued to all industry for defense purposes would amount to about \$4,450,000,000. The Joint Committee found that electric companies received only about 15% of the overall figure.

The truth of the matter is that the rapid amortization program is not really a subsidy since it only postpones taxes for five years. After that, we pay larger taxes because no further depreciation is allowed as an operating expense.

J.S.T.

June, 1957

Vol. 35, No. 6

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy. S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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Vice President

H. C. LEONARD

Executive
Vice President

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Executive
Vice President

R. E. CARGILL

Vice President

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E. L. GRANAU

Vice President

E. L. ROBINSON

Vice President

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Vice President

G. E. RICHARD
Treasurer

OUR COVER



The commissioning in Beaumont this month of "Mr. Gus II" is another milestone in the development of the Gulf South area we serve. The mammoth, deep water, oil drilling rig, largest of its kind ever built, is capable of drilling for oil in water 150 feet deep and consequently can be moved farther out in the Gulf of Mexico than other rigs. It was named in honor of Mr. C. Gus Glasscock, president of the Glasscock Drilling Company, owners and operators of the rig. "Mr. Gus II" typifies the pioneering spirit of the men who are helping develop this area. We are proud that our service helped the Bethlehem Steel Company build "Mr. Gus II" and to the men who go down to the sea in search of oil and gas — good hunting.



C. P. Manship Jr.



J. J. Morrison

Board of
Directors
Now
Numbers
Ten

John J. Morrison, Charles Manship Jr. Elected To Board Of Directors

John J. Morrison of Beaumont and Charles P. Manship Jr. of Baton Rouge were elected directors of our Company to serve for the ensuing year, at the annual meeting of our stockholders in Beaumont June 10. Neither has previously served as a director of the Company. Their election increases to ten the Board of Directors membership.

Mr. Morrison

Mr. Morrison was appointed vice-president of the Company in 1954, having come to Beaumont in 1947 as assistant to the president. He was promoted to executive vice-president in August, 1955. An electrical engineering graduate of the Nova Scotia Technical College, Mr. Morrison went to work for the Nova Scotia Tramways and Power Company in Halifax in 1924 and was transferred soon afterwards to the Boston office of Stone and Webster, Inc. Upon completion of a student engineer training period in 1925, he was transferred to Key West, Florida, as assistant to the manager and in 1926 to the Savannah Electric and Power Company as assistant to the general operating superintendent.

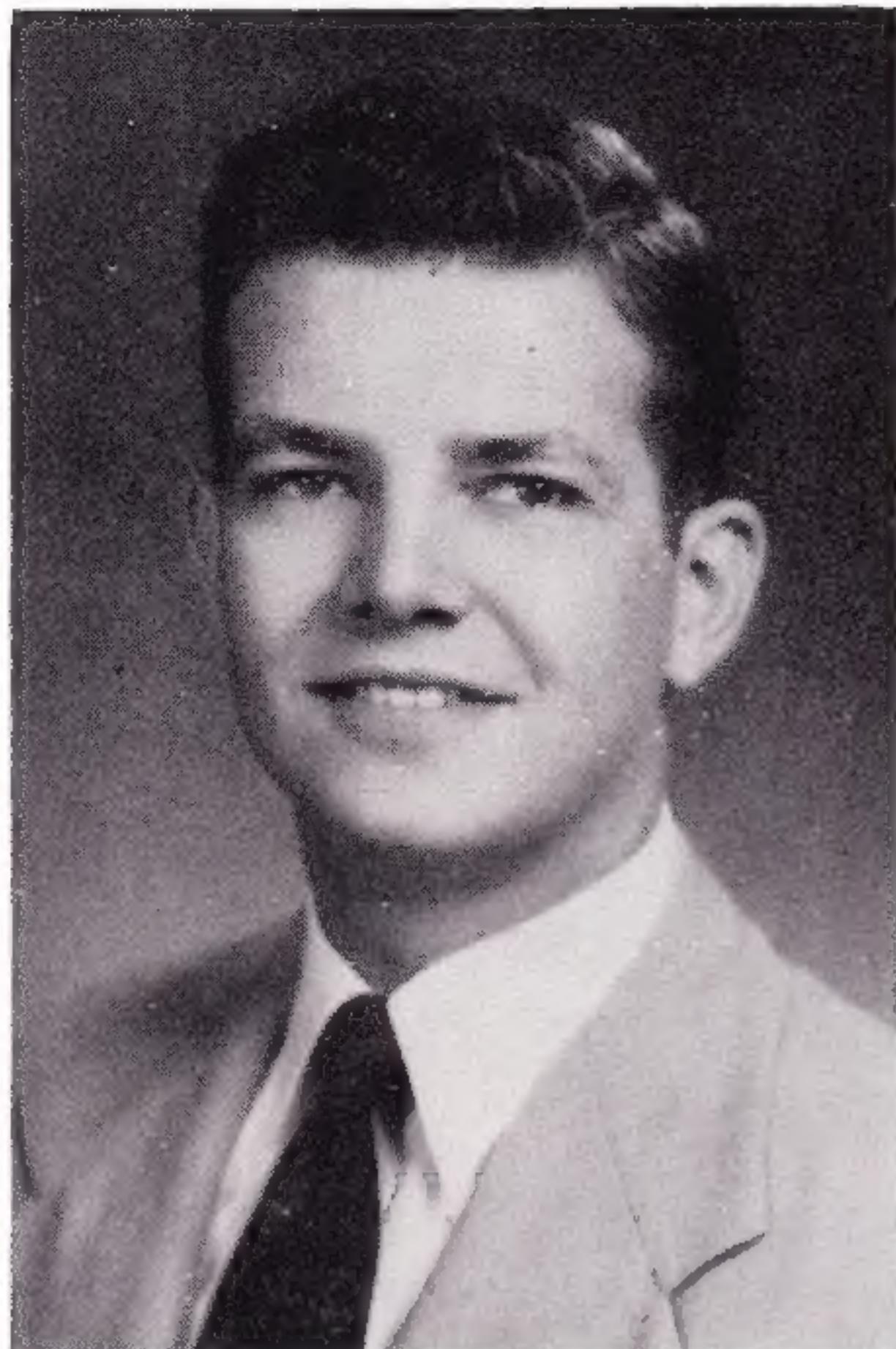
He moved to New York in 1936 as assistant to the executive vice-president of Engineers Public Service Company and later served as utility analyst and

at different times, as assistant to Engineers' president. On the break-up of the Engineers Public Service holding company system he was transferred to the Company from New York.

Mr. Manship

Mr. Manship, during the past five years, has been president and director of the CAPITOL CITY PRESS; publisher of the STATE-TIMES AND MORNING ADVOCATE; secretary, treasurer and director of the Baton Rouge Broadcasting Company; proprietor of Radio Station WJBO and WBRL-FM; secretary and director of Louisiana Television Broadcasting Corporation; proprietor of WBRZ-TV; a director of the Louisiana National Bank and a director of the Capital Building and Loan Association. Mr. Manship's father, the late Charles P. Manship Sr., was a former director of the Company and of its predecessor company in Baton Rouge—the Baton Rouge Electric Company.

Other directors of the Company are Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon Jr., Prairieville, Louisiana; Harold C. Leonard, Baton Rouge; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles; and President Nelson.



R. A. Landry



M. F. Osborne

Mrs. Mildred F. Osborne, formerly supervisor in the Beaumont Stenographic Department, has been promoted to the position of secretary-executive.

Mrs. Osborne, a native of Ft. Worth, was first employed by the Company in 1940 as a stenographer in the Beaumont Stenographic and Sales Departments. She left the Company in 1947, but returned the following year as a stenographer in the Sales Department. In 1950, she became supervisor of the Stenographic Department.

Landry, Osborne and Spivey Receive June Promotions

R. A. "Dick" Landry, lighting engineer, has been transferred from Beaumont Division Sales to System Sales and promoted to the position of lighting sales promotion supervisor. His promotion became effective June 1.

Working in cooperation with division supervisory sales personnel, he will develop lighting sales programs and employee lighting sales training programs, plan and direct municipal sales programs and acquaint manufacturers, distributors, dealers, contractors and architects with our program, offering our services in training their personnel. He will keep our sales supervisory personnel informed of the latest developments in lighting and lighting equip-

ment and will advise the standards committee of improvements in lighting equipment and increases in lighting levels calling for changes in mounting specifications.

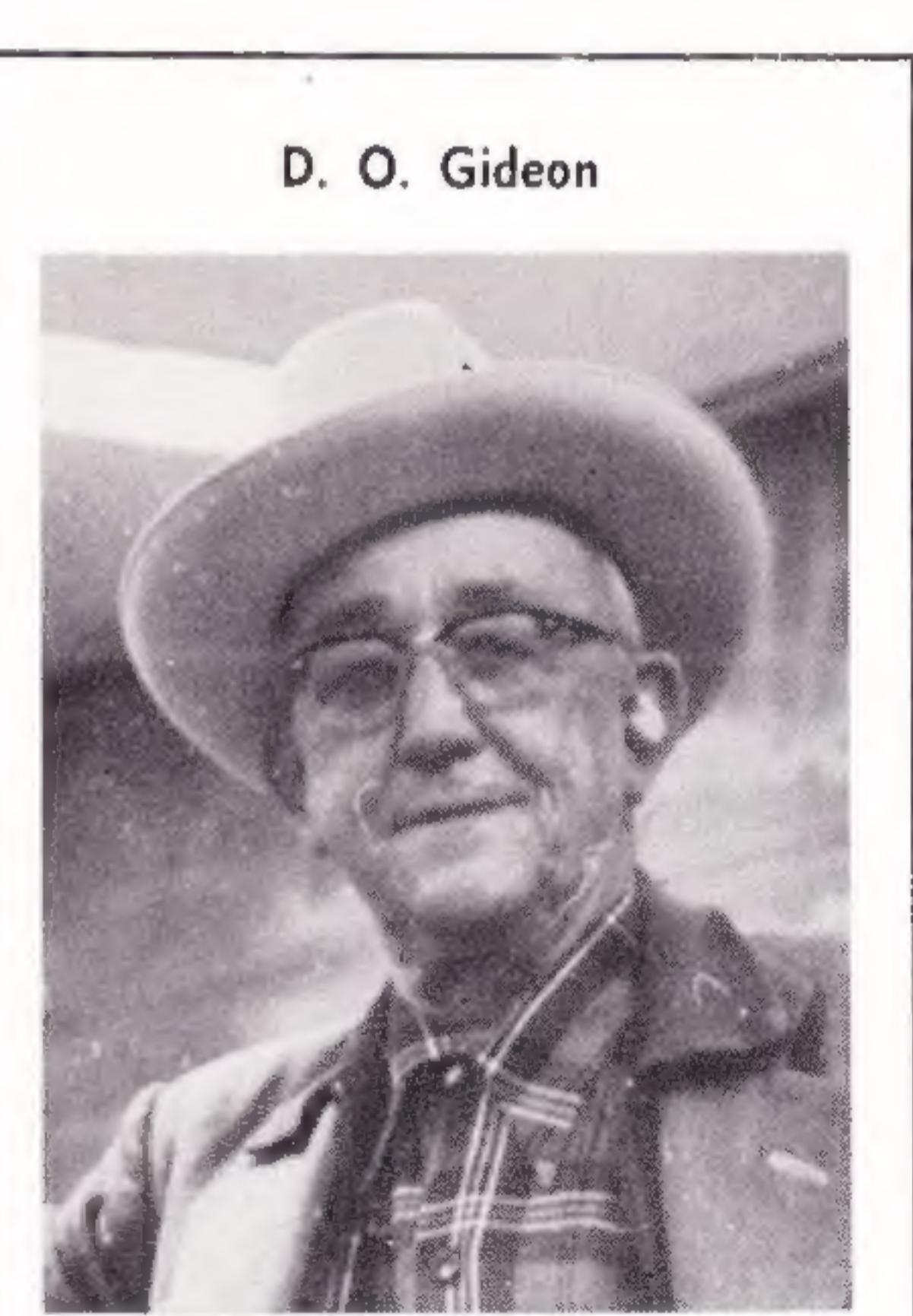
A native of Orange, Mr. Landry graduated from Louisiana State University, with a degree in electrical engineering. He joined Gulf States in 1949, taking his engineering training in Port Arthur, and transferring a few months later to Beaumont as a lighting engineer with the Sales Department. In 1950, he transferred back to Port Arthur as a lighting engineer with the Sales Department there, and in 1955 returned to Beaumont as lighting engineer, the position he held at the time of his promotion.



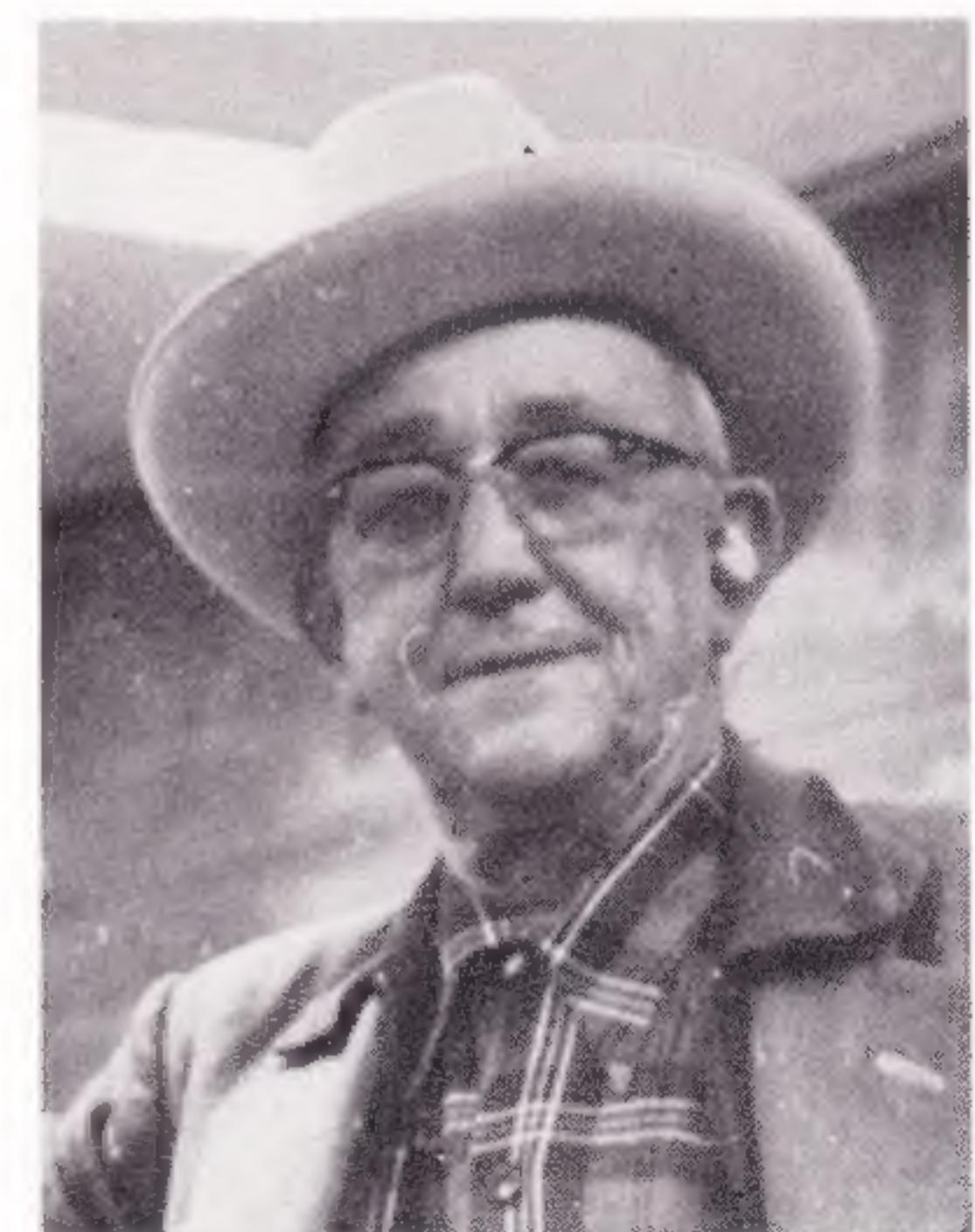
Grace Spivey

Miss Grace Spivey, assistant supervisor in the Beaumont Stenographic Department, has been promoted to the position of supervisor, Stenographic Department.

A native of Sour Lake, Miss Spivey was first employed by the Company in 1949 as a stenographer and in May, 1956, was promoted to the position of assistant supervisor.



D. O. Gideon



D. O. Gideon, former construction inspector of Beaumont, passed away May 24. Mr. Gideon retired April 1 after 38 years of service in the utility field, the past 22 of which were with the Company.



J. R. Fischer



A. F. Gager



G. H. Hawkins

Fischer, Gager and Hawkins Promoted To Utility Foremen

Promotion of three men to the positions of utility foremen became effective May 16. Those advancing are G. H. Hawkins, Port Arthur, and A. F. Gager and James R. Fischer, both of Beaumont.

Mr. Hawkins

A native of Nacogdoches, Mr. Hawkins was first employed by the Company as a meterman in Beaumont in 1929. He transferred to Port Arthur, as a meterman, in 1933. In 1949 he became primary and special tester, and in 1952, relayman first class, the job he held until his promotion.

Mr. Gager

Mr. Gager is a native of Beaumont, where he joined Gulf States in the T & D Department in 1922. The following year he became a meter tester. In 1925 he transferred to Port Arthur as a chief meter tester, and in 1927 became Meter Department foreman there. He returned to Beaumont in 1933 as a meter tester, and subsequently became a meterman first class, a load and relay tester and a relayman first class.

Mr. Fischer

Mr. Fischer, who is a native of Minneapolis, joined the Company in 1946 as an appliance repairman helper in Beaumont. He progressed through the various classes until in 1951 he became appliance repairman first class, his job at the time of his promotion.



The all important job of strengthening and adding to our backbone high voltage transmission lines continues throughout the system. Here, O. J. Goodman, Lake Charles line foreman, shows Coy Weems, Lake Charles assistant general line foreman, progress on the 138 kv line between Sulphur and Lake Charles. Linemen E. F. Heard and Martin Troy are atop pole. D. D. Doughty and A. C. Doucette are handling ground lines.



Gulf Staters whose duties call for a considerable amount of air travel will be seeing this man a great deal. He's Pete Carney, pilot for our Company's new airplane. Mr. Carney, who has logged 8,500 hours in the air, has been a pilot with the U. S. Air Force, has flown for a number of oil companies, served as an instructor for an aviation school, and has been pilot for an air line. A native of Mandan, North Dakota, he attended Texas Christian University.

Not A System, But Based On Human Nature

"When people start trying to get out of this country, instead of forming lines trying to get in, then we can start worrying about the capitalistic system."

This truthful statement is a thorn in the side of groups advocating forms of socialism or communism. Free enterprise has helped make this country the greatest in history; a magnet attracting men and women from the rest of the world.

But, what is free enterprise?

It is often spoken of as a "system" to be contrasted with other systems like socialism or communism.

Free enterprise rests on two primary beliefs:

1. that people should be free to use their talents and enterprise to improve the lot of themselves and their families.
2. that they are entitled to be rewarded in proportion to the value of the work they do and the enterprise they display.

So, free enterprise isn't a system at all. Unlike the two "isms" mentioned, no one ever sat down and thought it up and said: "Here is the way it should be done."

In its main essentials free enterprise just grew. Nobody invented it, and it grew as it did out of experience and because it reflected deep-rooted human motives and objectives. In other words its

roots are human nature. It isn't a cut-and-dried way of doing things, but is constantly changing.

When governments say:

"You must not produce that; you must produce this."

"We will compel you to save more and spend less."

"We will tax and take away the great part of any extra earnings you may make as a result of your extra work, ability or enterprise."

Then free enterprise is in danger.

Stockholders Approve Company Thrift Plan

At the June 10 meeting, stockholders approved a thrift plan for eligible Gulf Staters.

Under this plan, employee participants may contribute 2, 4 or a maximum of 6 per cent of their mean basic annual compensation through monthly payroll deductions. Our company, in turn, will contribute 50 cents for each \$1 invested by the employee.

The thrift plan offers four means of saving money with the 50 per cent Company contribution. Participants may purchase U. S. Savings Bonds Series E, or other U. S. government securities; GSU common stock in full shares; GSU preferred stock of any series; or they may make cash deposits in a savings account carried by the trustee for the thrift plan.

An employee may terminate his participation in the plan at any time, and will receive the amount of his total deposits. If an employee retires, or otherwise leaves the company, he will receive his entire account.

All regular and full-time employees, including officers (excluding directors who are not full-time employees), who have at least one year of continuous service with the Company are eligible for participation in the plan. Participation is voluntary.

The governing body of the plan will be a thrift plan committee, comprised of three employees and an alternate for each member of the committee, who may be officers of the Company. The committee will be appointed by our directors.

A booklet outlining the plan in detail will be distributed to all employees as soon as possible.



Minnie Marino and Roy Hester, Beaumont Accounting, look over the Thrift Plan booklet which will be available to employees in the near future.

FORE!

Thirty-five enthusiastic Gulf States golfers representing Lake Charles, Lafayette, Jennings, Sulphur and Beaumont wielded their golf clubs in pursuit of par and some handsome prizes at an all-day golf tournament held on Memorial Day at the Kayouche Coulee Golf Club near Lake Charles.

When the dust had settled and the last putt was holed out, two champions (a low scorer and low handicap winner) from each of the four flights were named. Winners in the championship flight were Ernest Little and Fred Johnson, Lake Charles; in the first flight, Malcolm Williams, Lake Charles, and W. A. Thompson, Beaumont; in the second flight, Neill Carpenter, Lake Charles, and Jelly Gilmore, Sulphur; and in the third flight, Martin Waggon, Jennings, and Al Gajeske, Beaumont.

Luther Risher of Lake Charles did an excellent job of handling the tournament, which was open to all Gulf Staters. Prizes of golf balls and putters were donated or purchased from the entry fee fund. The company contributed soft drinks and hot dogs for the tired niblick swingers on the "19th hole."



Lake Charles Division Holds A Fun-filled Golf Tourney



SERVICE AWARD BANQUETS



R. T. Wright, Navasota District Superintendent, is honored for 40 years of service by President Nelson.



Receiving 30-year awards were, left to right, J. O. Liveley and Pat Griffith, both of Navasota; Charles Waller, Corrigan; Roy Hudspeth, Cleveland; and W. E. "Bill" Earthman, Conroe.

Navasota Division



Twenty-years pins were awarded this group at the service award banquet for Navasota Division employees. Those honored were, left to right, Keen Franklin, Trinity; Holly Downs, Navasota; Brent Powledge, Cleveland; B. F. Sparks, Conroe; S. O. Cooper, Calvert; and Miss Jeannette Sangster, Navasota.

Navasota Division employees receiving 10-year pins were, left to right, Clarence Patterson and C. A. Estes, both of Navasota; and Joe Bailey, Madisonville.



Baton Rouge Division



Baton Rouge Division employees receiving 20-year pins were, left to right, Albert Toussant and Howard Parker. At right is Executive Vice President H. C. Leonard, who presented the pins.



Ten-year pins went to, left to right, John Bell Sr., W. L. Hickman, Steve Dent, Sidney Jack and Landry Sprull. Mr. Leonard is at the right.

Colored Employees



Above is a view of the Baton Rouge Division service award meeting held in the Greater New Guide Baptist Church.



Baton Rouge Storeroom Department

Three Divisions Win Awards For Outstanding Safety Records

While we were celebrating our system-wide million man-hour record, three divisions were being honored separately for their outstanding safety records.

In Baton Rouge, the Storeroom Department was recognized for 31 years without a lost-time accident. The Lafayette Line Department employees also were honored for their outstanding record of seven years without a disabling injury. And in Beaumont, the Meter Department received recognition for having ten years without a lost-time accident.



Lafayette Line Crew



Beaumont Meter Department



Making more power available to Anahuac are these members of the Substation Department in Beaumont. Left to right are Paul Lamar, Stan Powell, T. C. Merriman, A. Baswell, Joseph LeSage, R. E. Massey, Ed Nevils and Substation Foreman Felix Vercher. Behind the Gulf Staters is the mobile substation unit which kept electricity available to the residents of the area while a new 3,750 kva transformer was installed in the substation.



Fun and Frolic For All—Short Circuit Style

Gulf Staters And Families Gather At U.C.T. Grounds In Baton Rouge For First Picnic Of Season

On the first hot week-end of the season, May 11, Baton Rouge Gulf Staters and their families headed for the U.C.T. Grounds, just two miles southeast of the city. It was strictly a day for the livelier "live-wires" of the Short Circuit Club — the kiddies, that is.

For the children there were pony rides, swings, slides, car and train rides, and hotdogs, barbecue, ice cream and cold drinks for everyone. Later, a five-piece teen-age band played for an evening of dancing. As usual, the Short Circuit workers were not caught short.





June Honors Milk Producers

Dairies Depend On Electricity For Many Chores



Heads and tails, the milk production starts here. The proper feed and electric milkers begin the cycle to bring milk to your grocer or doorstep.

Walling's Dairy at Nederland, Texas, like others over the nation, supplies us with one of the basic requirements of our daily diet — milk and its associated products.

June traditionally is recognized as National Dairy Month, in honor of all milk producers, both large and small.

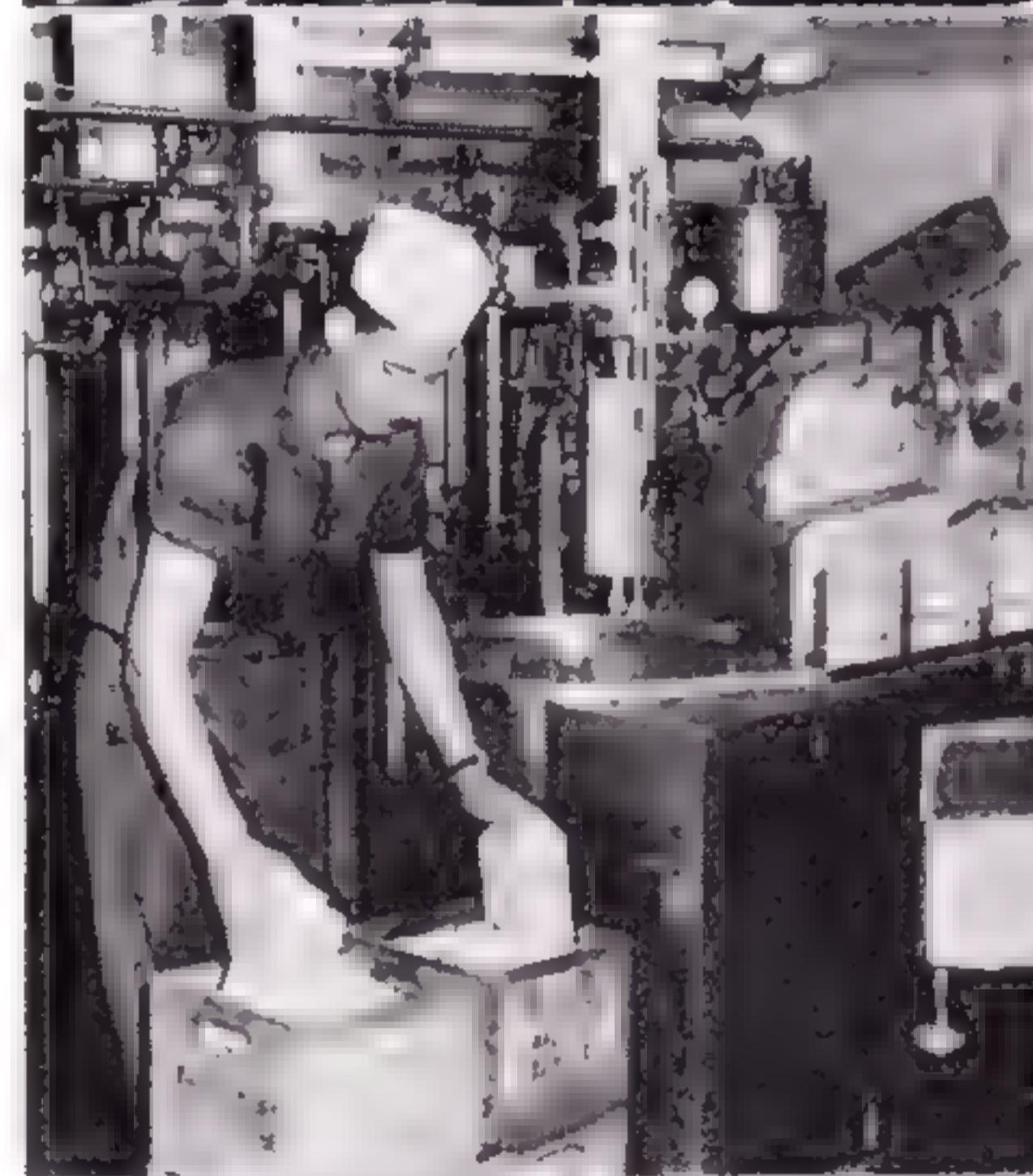
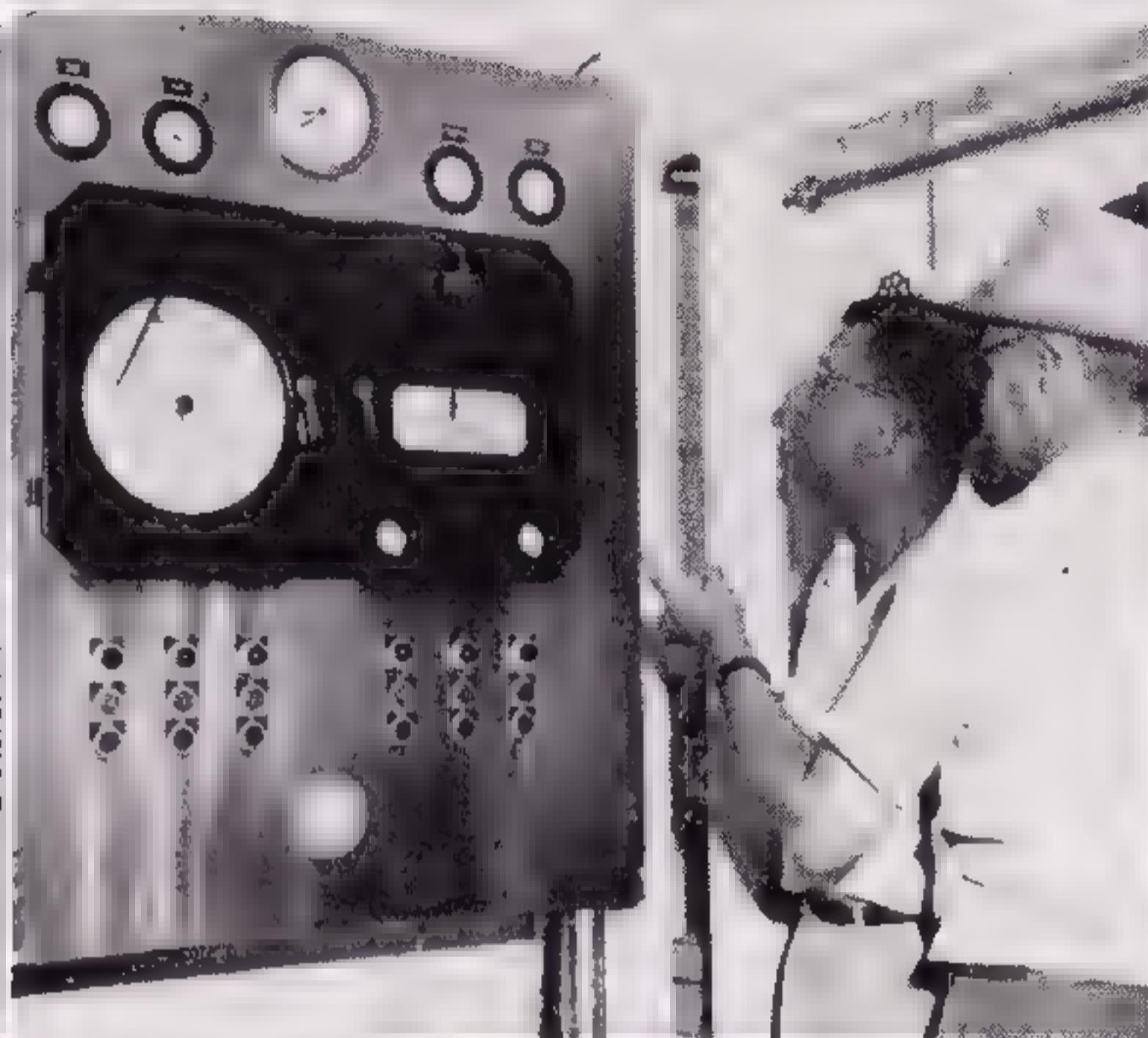
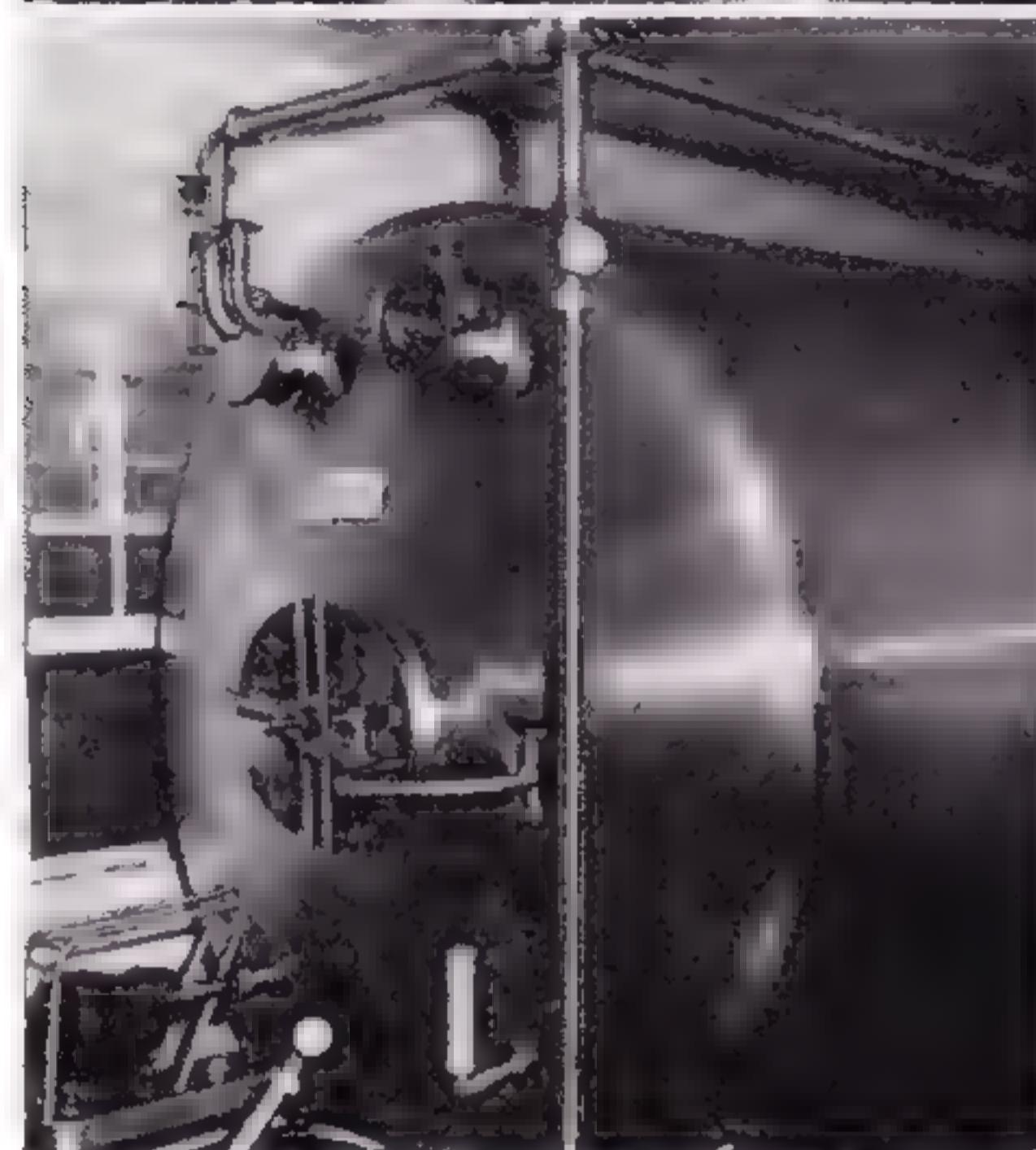
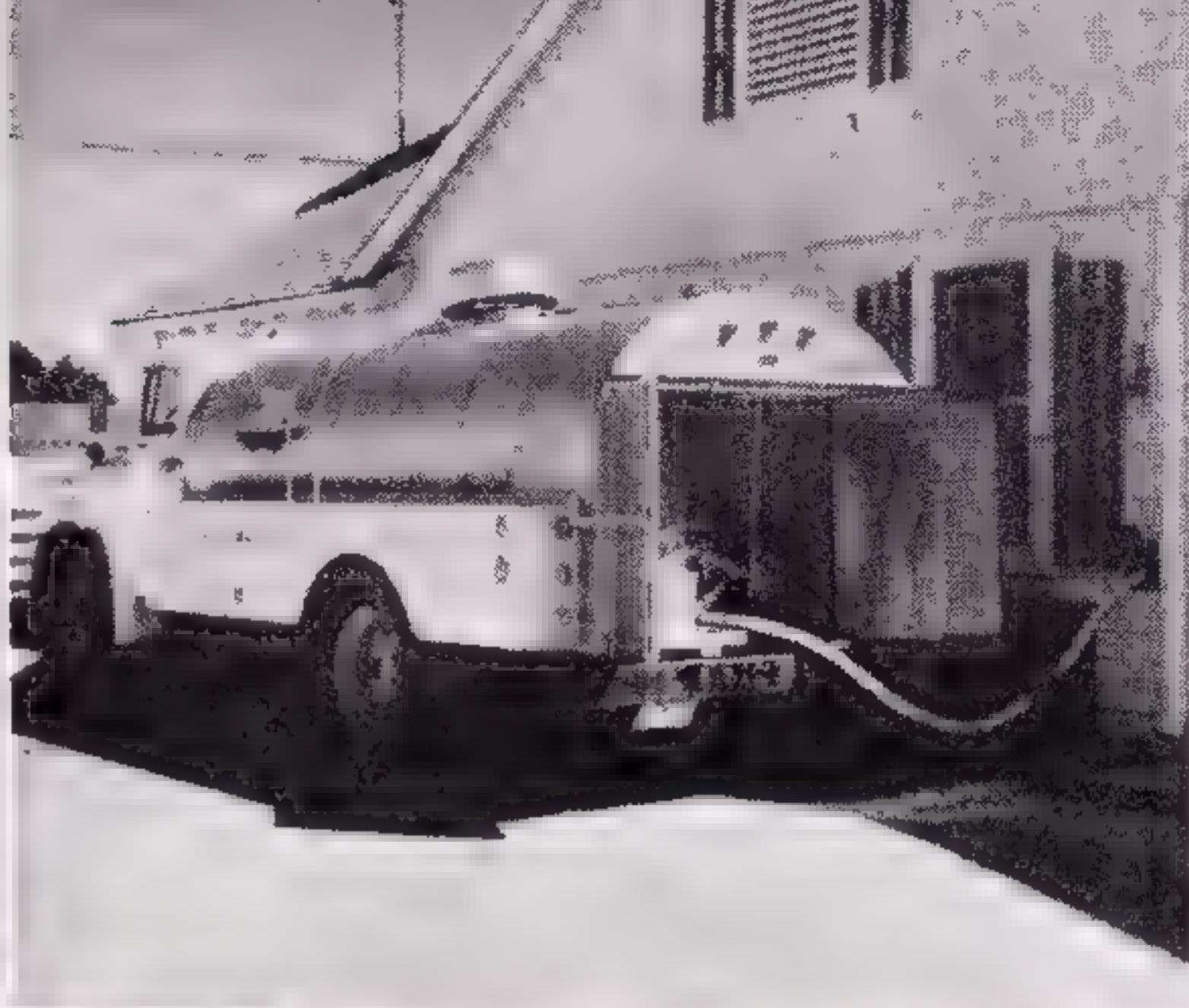
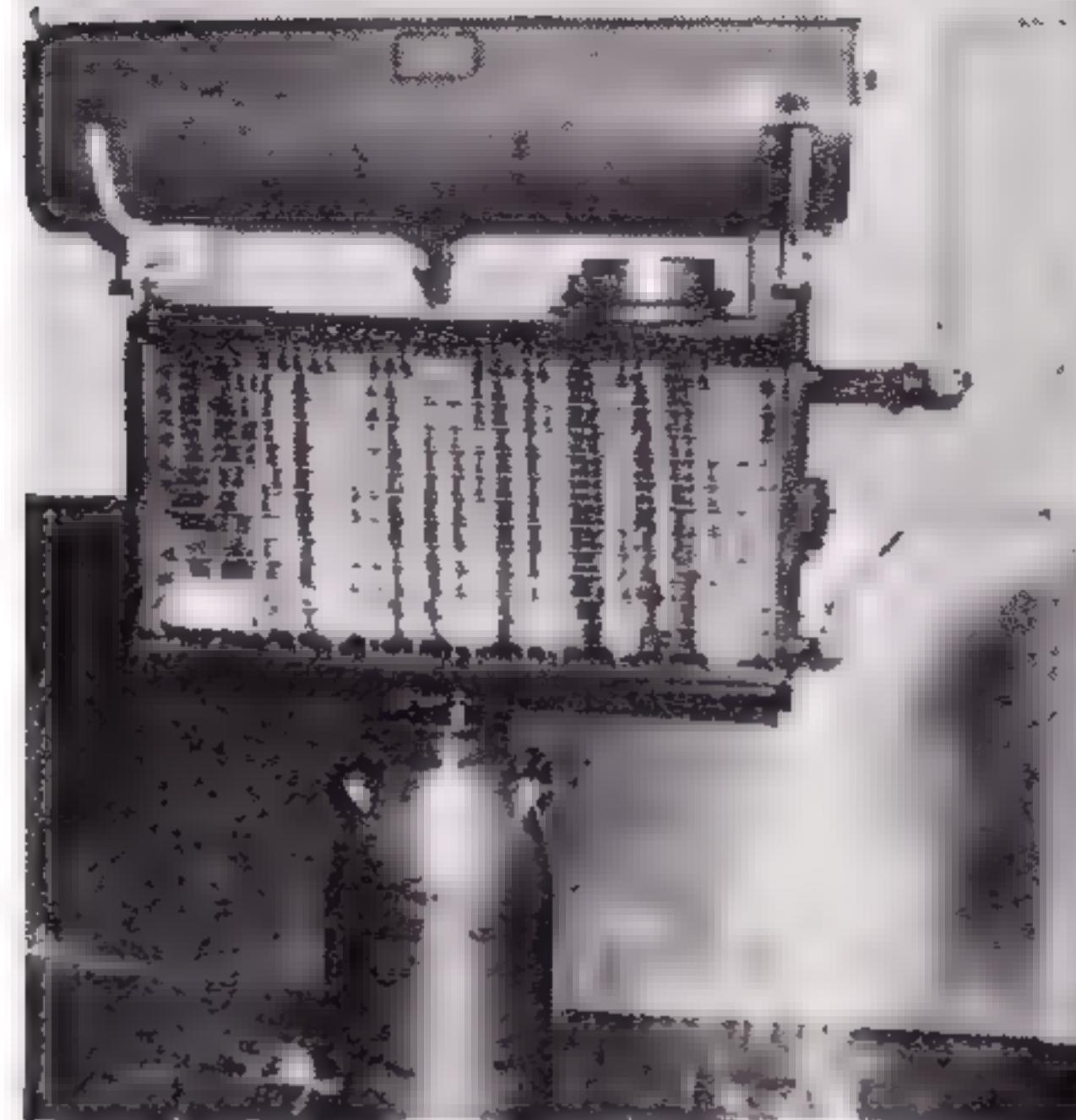
"Dairying is a business, just like any other type, and you have to keep production up to make money. You can't let it drop at any time," says S. E. Walling, who gives Reddy Kilowatt plenty of credit for being a helpful wired hand in many phases of dairy operations.

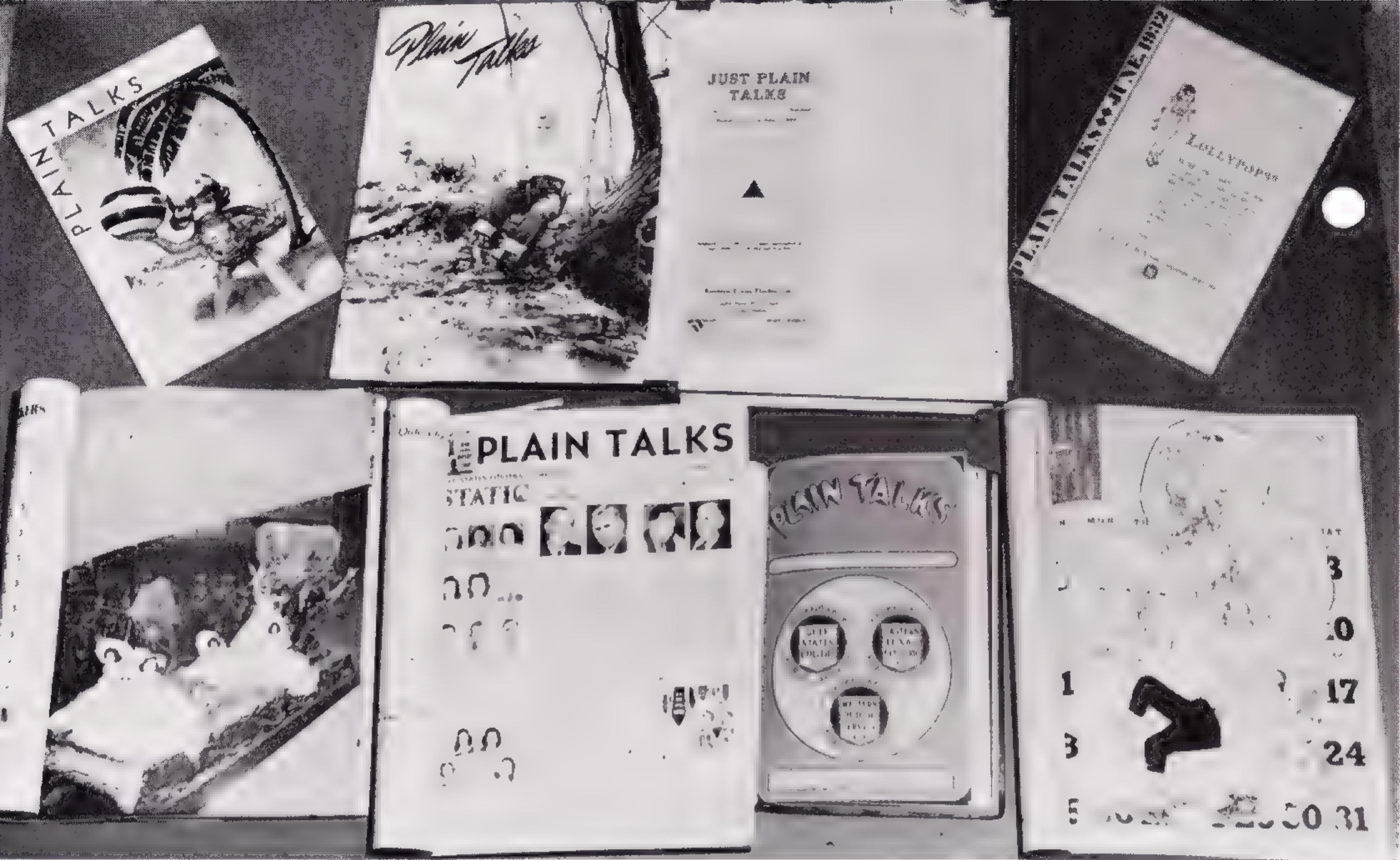
"The biggest secret of selling a good dairy product is refrigeration. You have to keep it cold from the time it comes from the cow until it is consumed," he added.

Walling's is a large consumer of electric power — using 69 electric motors on its refrigeration units, milking machines, pasteurizers, homogenizers and pumps.

The following pages give an idea of the process used at this one plant to give you the milk your family uses each day.

After the milking is done, the milk is run through this aerator to lower the temperature to 36 degrees Farenheit. But, all milk isn't produced at the Walling farm. Eleven smaller dairies sell their production for processing here. It is brought in by this 1,500-gallon tank truck and pumped into the inside storage tank, which is electrically refrigerated. The panel, being inspected by Mr. Walling and A. C. Handley, Jr., Nederland district superintendent, helps control the flow of milk through the processing machines at a rate of 800 gallons per hour. Half-gallon cartons are being filled by this packaging machine, which is supplied by the pasteurizer and homogenizer, and packed in cases. The cases are kept cold until they are stored in refrigerated trucks for delivery.





1922 - 1957

PLAIN TALKS Celebrates Thirty-fifth Year Of Publication With This Issue

Thirty-five years ago this month our company magazine was born. The publication's future has been uncertain at times. During the depression it appeared the magazine would have to fold for economic reasons. During World War II, a drastic paper shortage and the loss of personnel in the Advertising Department, to the service, threatened our existence. So, although it has seen some lean years, PLAIN TALKS has been with us ever since.

Some employees may still remember that first

issue — it was a little $8\frac{1}{2} \times 3\frac{1}{2}$ inch folder, containing four pages (including front and back covers). "Just Plain Talks", as it was called then, proved popular and four months later, its size was increased to $10\frac{1}{2} \times 8$ inches. The following month, it was printed on "slick" paper and pictures were included. In March, 1924, the publication became "Plain Talks" and although the format and style of the magazine have changed considerably from time to time, the name has remained the same. Two

Changes In The Size and Format

Of PLAIN TALKS At Five-Year Intervals

Since Its Beginning Are Shown At the Left

other publications were begun during the 1920's also and have contributed to our experience — the old Baton Rouge Electric Company's "Cane Seeds" and Louisiana Electric Company's "Service News" at Lake Charles.

SHRINKING MAGAZINE

In the late 1920's and 1930's the size of PLAIN TALKS was again reduced — this time to 9 x 6 inches. After that, the magazine changed little until its present format was adopted in the 1940's. Through the years, especially since the War, more pages have been added to PLAIN TALKS and a variety of colorful covers have appeared. The magazine has grown with the company — its mailing list increasing from about 200 to 3,600, of which about 1,000 are non-company folks, who, for one reason or another, took a liking to PLAIN TALKS and asked to have it mailed to them. Interest and improvement in the publication have increased steadily as the years have gone by. In its present form, which we are still trying to improve upon, PLAIN TALKS continues as the magazine for the Gulf Stater — designed to report his activities, reflect his interests and better acquaint him with the functions of our company — just as it did in 1922.

Among the happenings at that time, as reported in "Just Plain Talks", were these items:

"The fourth annual company picnic was held July 26 at the Port Arthur Pleasure Pier . . . Edmund C. Adams, formerly of the El Paso Electric Railway Company, has arrived in Beaumont to take up the duties of company engineer . . . The success of the Eastern Texas Electric Company organization (as we were known as then) today cannot be attributed to the work of any one man, but to the combined effort of our some three hundred employees . . .

"Port Arthur's newest Unit No. 5 literally blew up, the failure starting in an underground duct between the generator and the switchboard — trouble has been coming thick and fast in the Port Arthur power station; other turbine trouble has developed

due to water trouble and the Beaumont power station had to carry the load . . .

"We believe young (E. L.) Robinson has ruined a good thing. Robbie borrowed his friend Bryan Faulkner's fligger and later Bryan saw Robin, accompanied by one of Bryan's best lady friends, making the drag . . .

"The company has no rules regarding trainmen chewing tobacco, and it is their natural sense of courtesy that restrains them. There are many lady passengers who have noticed this quality of our trainmen and no doubt this has tended considerably towards promoting such a friendly spirit between the lady passengers and our trainmen . . .

"There seems to be no little amount of latent musical talent existing among the employees of the Eastern Texas Electric Company. To be thoroughly convinced of this fact, a person has only to be present in the trainmen's quarters at the Car Barn — anyone who can play a tune on their nose as C. A. Boyd, shows much talent which needs only a small amount of training to bring out the lost chords that lie hidden within their tuneful souls."

HAPPY BIRTHDAY





"Maybe I'm too deep," could be Sharkey Bergeron's lament as he has refreshments and watches other fishermen haul in their catch.

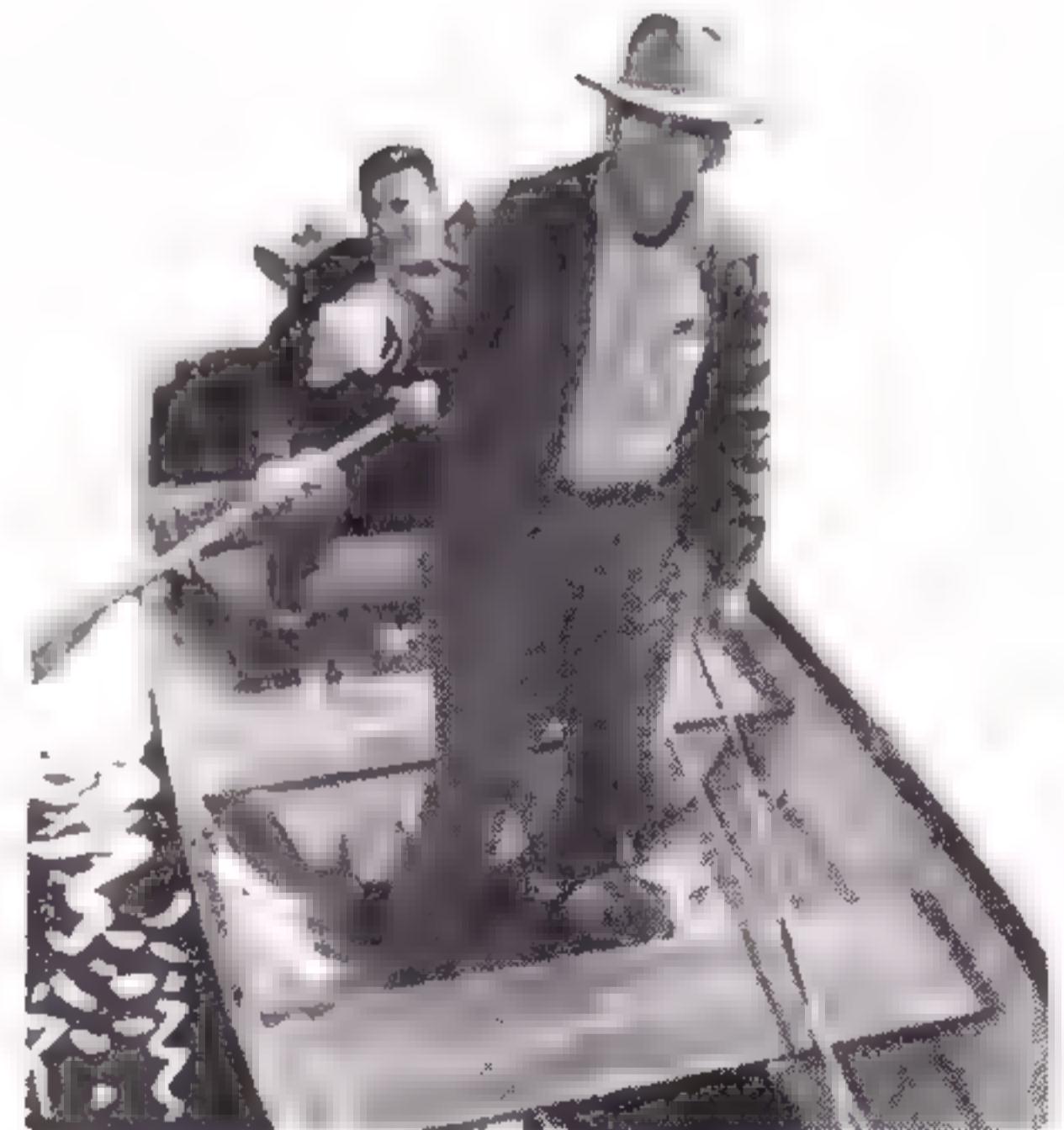
Git A-long Lil' Catfish

Baton Rouge Holds Fishing Rodeo

Gulf Staters in Baton Rouge had themselves a rodeo — but, there was no danger of flying hooves or horns injuring anyone. The "critters" that offered all the action were the bass, bream and catfish in False River — it was their annual Fishing Rodeo.

Prizes were given the winners in each event at the program held in the Main Office Building auditorium, April 23. Outboard motors, tackle boxes and outing kits were among the gifts awarded the winners.

Winners in the Rodeo were: Leo Bush, Family Catfish Division; M. L. Jenkins, Employee Catfish Division; R. J. Bonnette, Employee Bass Division; E. J. Bello, Employee Bream Division and Bob Collier, Employee Sac-a-lait Division.

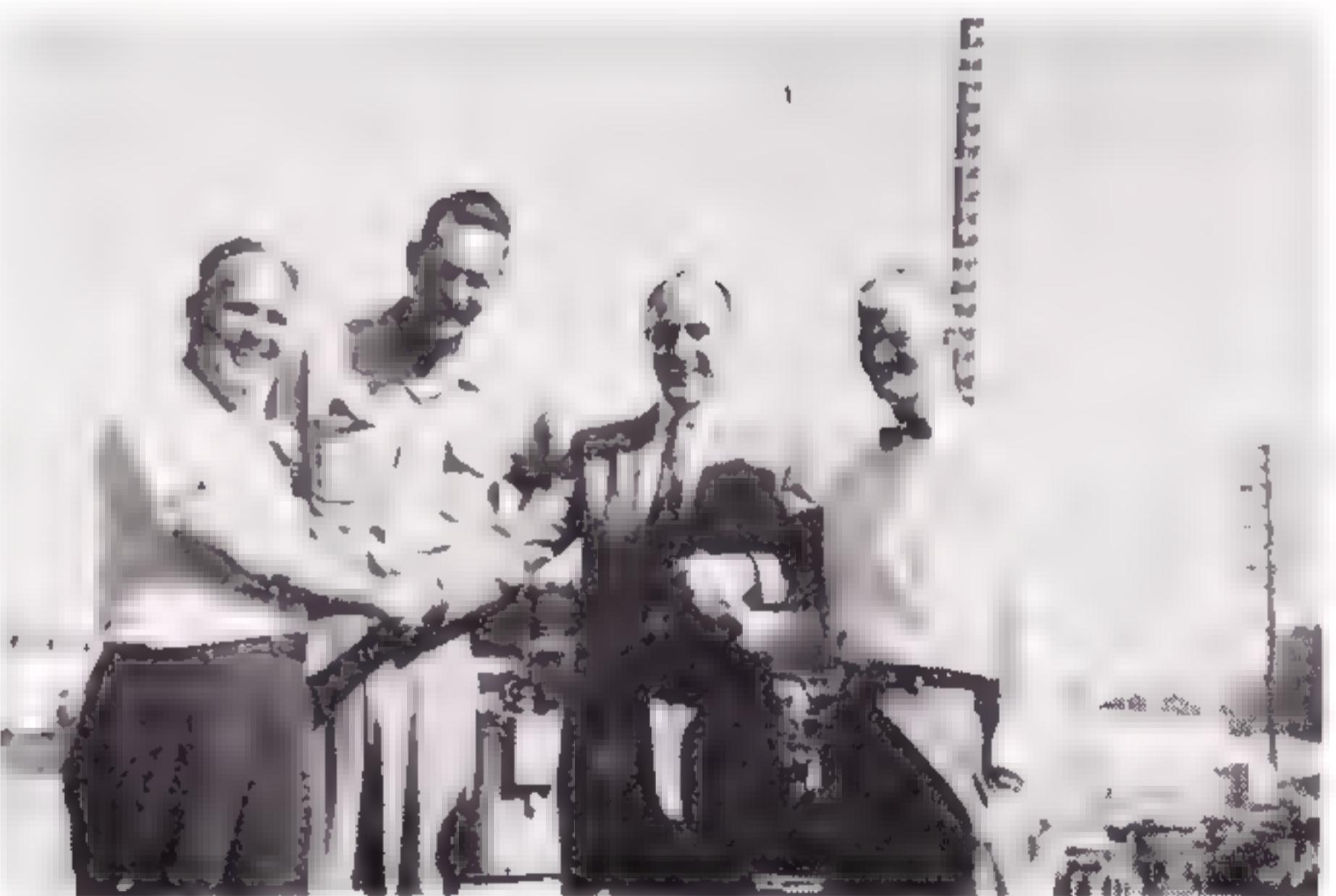


Marcus Andrews and son, Carl, say, "You gotta' use big bait for the big fish."

System Sets Record Of One-Million Man-hours Without A Lost-time Accident

Beaumont, Navasota, Baton Rouge, Port Arthur and Lake Charles ended 50 days of accident free work. This period ended at midnight on May 17, as Reddy Kilowatt markers all over the system were pulled up to the last notch.

Starting below and reading clockwise groups shown are from Navasota, Port Arthur, Beaumont, Baton Rouge and Lake Charles.





What Others Are Saying

Every time candidates who speak favorably of Federal power development are elected to high office, it is claimed by them that their stand for socialized, subsidized power development was practically the sole reason for their success at the polls and that there is a popular mandate for them to put the government deeper into the power business.

That happened in the state of Washington in the last November elections. But some people were skeptical — so a public opinion survey was made by an independent, nationally-known survey organization.

One of the quotations listed the principal issues of the campaign, and asked which were most important to the voter personally. The answers included World Peace, 57 per cent; Cost of Living, 52 per cent; Taxes, 36 per cent; and so on down the list. ONLY 9 per cent — less than one in ten had considered the power issue dominant.

Another question was phrased in these words: "When private companies want to build electric power dams, should they be permitted to go ahead and build them?" 53 per cent of the voters polled said YES, as against 20 per cent favoring government dams. The remainder gave mixed answers or had no opinion.

Various other questions were asked — and, in every case, the answers indicated that the power issue was a minor one in the voters' minds; that the voters are generally favorable to the sentiment for socialized, tax-free government power is held by only a comparatively SMALL minority.

When FACTS are sought and produced, the socializers find VERY LITTLE comfort in them!

MYRTLE POINT (ORE.) HERALD

Notwithstanding the fact that we have had more royal commissions than anyone can remember, we still need another one — a commission to tell us how to keep taxes within our ability to pay; or, how to live on what is left after the tax collectors are through with us.

MORDEN (MAN., CAN.) TIMES

Something New Has Been Added

Yes, the NEW series E U. S. Government Savings Bonds earn faster, mature sooner! Those issued on or after February 1, 1957, pay 3½ per cent interest compounded semi-annually, when held to maturity. You get back \$100 for every \$75, nine months sooner—in only eight years, 11 months. The new bonds pay 3 per cent interest in three years, instead of 2½ per cent as before.

Easley, Dier and Cox

Lead Beauty Parade In Baton Rouge

April showers do bring May flowers.

For May was the month that these three Gulf States' beauties emerged in full bloom. Dolores Easley, Frances Dier and Joyce Cox were entrants in three beauty contests held in Baton Rouge last month.

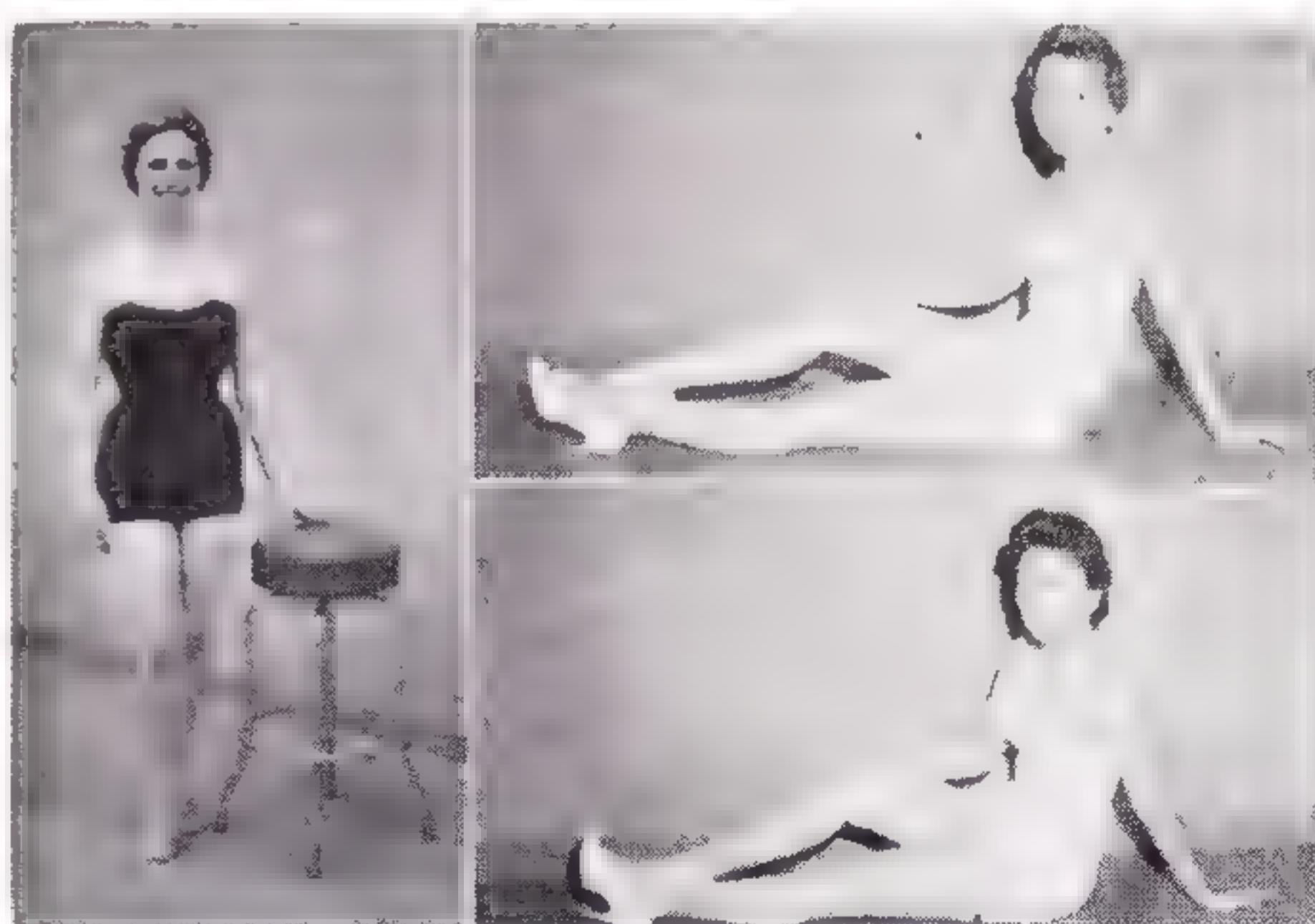
Misses Easley and Dier were finalists in the Miss Capitol City and Miss Baton Rouge contests.

Miss Cox joined them to go to the finals in the Miss Ozone beauty parade, held in Amite.

Other than appearing on TV in bathing suites, the Baton Rouge contestants were given a tea, appeared in a downtown parade and had personality interviews with the judges — three of whom were 1956 beauty queens; Misses Arkansas, Mississippi and Tennessee.

While not looking pretty in contests, the toothsome trio works in the Sales Department.

Standing is Joyce Cox; top is Dolores Easley and lower right is Frances Dier, Gulf States' Baton Rouge beauties.



gulf staters in the news



This lovely Louisianian is **Mrs. Joan Boyd Wall**, step-daughter of Gulf Statler **J. C. "Steady" Hays** of the Baton Rouge Electric Department. She is also a top-flight mezzo soprano singer, who recently tied for first place in the national Metropolitan Auditions of the

Mr. and Mrs. Tom Ridley watch as President Nelson presents ten-year service pins to their sons D. E. and H. J. at Beaumont's Service Awards Banquet last month. Mr. Ridley received his 30-year pin the same night.

Air in New York. Mrs. Wall, who has won other singing honors prior to the New York audition, is a native of Baton Rouge and a 1956 graduate of Louisiana State University.

Bea Yazbeck was elected recording secretary of the Tobies Club for the coming year. Miss Yazbeck works in the Advertising Department in Beaumont.

A. F. Gager, Beaumont T & D Department, was elected president of the Voth-Rosedale water district's board of supervisors.

Martha Ellen Dugas, daughter of System Supervisor of Industrial Sales **L. V. Dugas**, graduated from the University of Texas with a Bachelor of Arts degree, June 1.

The Company awarded **Sara Jane Magliolo**, 1833 Washington Blvd., a scholarship to the Hotel Dieu School of Nursing. **L. M. Welch**, Beaumont division manager, presented the scholarship to Miss Magliolo.

James Milton Stokes, son of Claims Agent **J. M. Stokes**, has been ordered to report to the U. S. Military Academy at West Point, N. Y., July 2. James was appointed to the Academy by U. S. Representative **Jack Brooks** of Beaumont. A freshman at Texas A. & M. College, James made an outstanding score on the West Point entrance examination.

Why I Want My Dad To Work Safely . . .

'It's Just Good Sense . . . ' — Judy Exner

The last in the series of the three first place winning safety essays, appearing in **PLAIN TALKS**, was written by Judy Exner, age 16, of Baton Rouge. She is first place winner in the tenth through twelfth grade division of the Company-sponsored "Why I Want My Dad to Work Safely" essay contest. Her father is Ben Exner, general line foreman at Baton Rouge. Judy's essay follows:

"Why I Want my Daddy to Work Safely"

"It's just good sense to want our Dad to work safely — aside from the fact that we want nothing to happen to him. We don't want him to be the cause of injury or death to someone else's Dad. We live in a fast age where progress has brought some hazards that must be considered before we enjoy our many conveniences. We depend on Dad to show us the safe way to use appliances, to point out the

safe and unsafe way to do things at home. On the highway we depend on his good judgment to protect us and set a good example. These things he is most conscious of now because a persistent safety program keeps them fresh in his mind. Working safely and living go hand in hand. The careless person brings no confidence or peace of mind to others. Just a little thought and a little effort can spell the difference between tragedy and a safe working day. The few minutes or seconds saved by a careless action aren't worth what it sometimes costs in pain and dollars. If my Dad works safely he's a better citizen, a more reliable person. He saves his Company, his community and himself many unpleasant things. For these reasons and the fact that I want my Dad to be humane and considerate, I feel that working safely is all important in our organization where each is dependent on the other."



Lineman Leon Williams, Silsbee, extinguishing a blaze started by lightning during one of the series of thunderstorms we experienced in this area last month. Photograph is courtesy of the **SILSBEE BEE**.

SERVICE AWARDS

30 Years



A. L. Borne
Accounting
Port Arthur



Albert Hill
Gas
Baton Rouge



L. R. Eddins
Production
Lake Charles



C. M. O'Brien
Production
Beaumont



W. T. Ricks
Accounting
Beaumont



F. A. Wilson
Executive
Beaumont



R. L. Cochran
Production
Beaumont



James Graves
Production
Baton Rouge



C. T. Macon
Production
Baton Rouge



Vernon Huey
Gas
Baton Rouge

Colored Division 10 Years



Leroy Tunious
Distribution
Baton Rouge

PLAIN AND *Fancy* TALK

June, the traditional month for brides, will find many newly-wed Gulf Staters "setting up housekeeping". Probably they will buy or receive as gifts, a number of household items which are electric.

Miss Mildred Tribble, our home service advisor in Baton Rouge, has some excellent advice for these young marrieds who have new electric appliances and would like to get the most value from them. Her article appeared in "The Register" in Baton Rouge.

Miss Tribble says very succinctly, "Besides being handsome enough to come to the table, your electrical housewares are made to do their particular jobs better than any other method. You just can't beat the toast that comes from the toaster, for instance. Your automatic appliances will be your electric servants . . . if you put them to work. If they are loafing, instead of helping you, maybe it's up to you to figure out why and to do something about it. One thing to do is to take better care of your appliances.

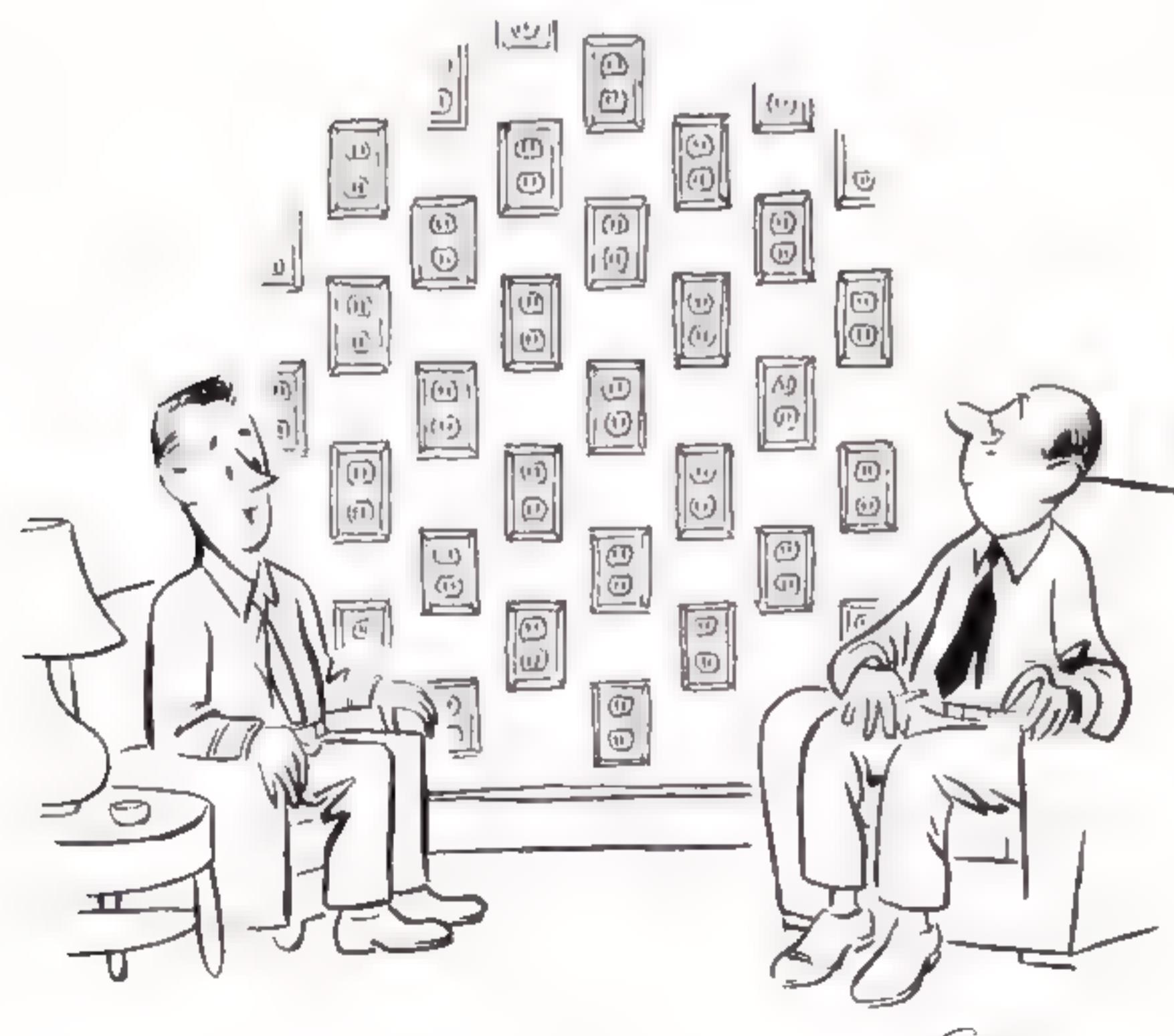
"Then again," she continues, "perhaps you're not getting full use of your appliances because they're hard to get at. If you have to get down on your knees and move three other things in order to get out the electric warming plate, it is easier to let food get cold. So, just try storing table



Mildred Tribble

appliances where they will invite you to use them as you set the table.

"As a third and most important thing," she adds, "if you find yourself in the rut of using an appliance for only the most obvious type of cooking, why not extend its use to other things? Did you know, for example, that an electric fry pan is ideal for popping corn?"



Certainly my wife knows about HOUSEPOWER!

REDDY QUIZ NO. 5

Q. What is meant by the term watt?
 A. The electrical unit of power or rate of doing work is a watt. In its simplest terms, it is the rate of energy transfer equivalent to one ampere flowing under the pressure of one volt at unity power factor. It is analogous to horsepower or foot-pounds per minute of mechanical power. One horsepower equals 746 watts.

Timely Tips

Window Washing

- When washing windows, use an up-and-down stroke on the outside of the pane, and a side-to-side stroke on the inside. If a mark is left, you can quickly tell which side needs additional polishing.

White Tape

- If the tape on your venetian blinds has become soiled and dingy looking, you can improve its appearance 100 per cent by applying white shoe polish to it. An old toothbrush makes a fine applicator.

No Scum

- After cooking your starch as usual, sprinkle cold water liberally over it. This will prevent scum from forming on top. When ready to use, stir well, mixing the water with the starch.

Mosquito Repellent

- Cleaning window and door screens with kerosene is a doubly good idea because it not only removes dust and prevents rusting, but keeps mosquitoes from settling on the screen.

Get the Point?

- Don't take a chance on letting the pointed ends of your sewing scissors cut or jab you or the things in your sewing basket. Just stick the points into an ordinary cork.

Mildew Foil

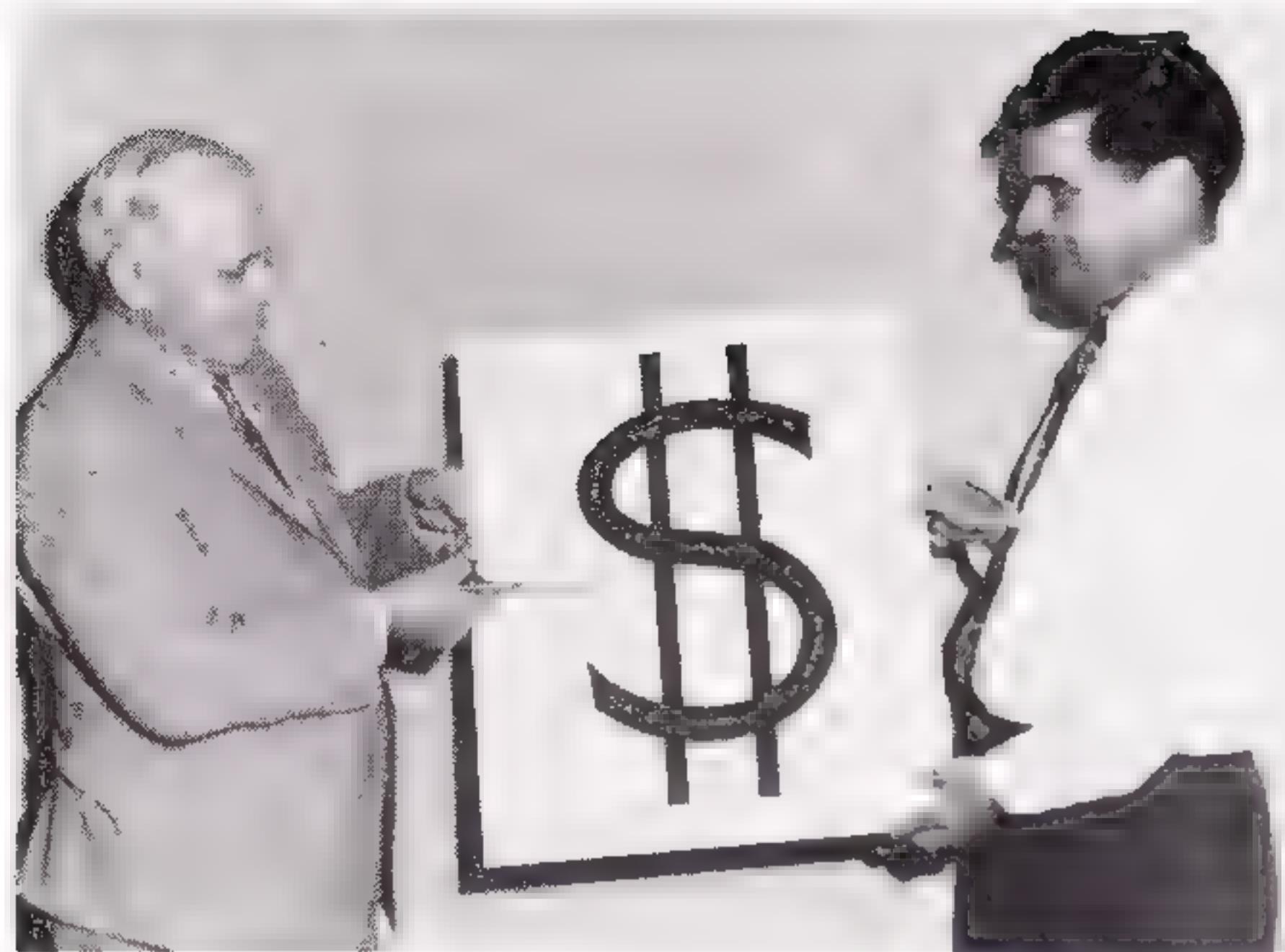
- Before storing out-of-season shoes, apply a thin coat of wax to the soles, as well as the uppers, to keep mildew from forming on them.

How it Works

- When you purchase a new household appliance, show your youngsters just how it works, allowing each child to operate it a few times under your supervision. The novelty of it soon wears off and thereafter the children will leave it alone.

Smooth Custard

- While your custard is still hot and before you put it in the refrigerator to chill, cover it with wax paper or a plastic bowl cover. This will keep a scum from forming on the top.



"Cutting costs" was demonstrated by Purchasing Agent John P. French and Buyer Jack Watson, when they told the purchasing story to more than 200 Gulf Staters at department head meetings this month.

Purchasing Dept. Tells How Planned Buying, Bargain Hunting, Add Up To...

LOWER COMPANY SPENDING

Like all thrift-minded homemakers, our Purchasing Department subscribes to Ben Franklin's old slogan, "a penny saved is a penny earned." That they practice what they preach was brought home to more than 200 Gulf Staters at department heads meetings this month in Beaumont, Baton Rouge and Lake Charles.

Presenting the story with the help of photo-slides were John P. French and Jack Watson, of the Purchasing Department in Beaumont, and Ray Pace, purchasing agent in Baton Rouge. Jack Orrick, director of purchasing, had a leading role in preparing the purchasing story, but due to illness, was unable to take part in the program.

Although the Purchasing Department is responsible for the disbursement of millions of dollars annually for the purchase of necessary material, it is always on the lookout for money-saving contracts, bargains, "price wars" and quantity discounts which will effect substantial savings. Cooperation between departments and the "buyers" can result in savings

amounting to thousands of dollars, the supervisors learned.

Other money-saving practices of the Purchasing Department are to thoroughly investigate freight handling costs, check on possible salvage and repair of existing equipment, encourage competitive bidding, co-operate with engineering and standards departments to determine whether or not purchasing slightly higher priced and superior equipment would save money in the long run by outlasting cheaper items, etc.

The Purchasing Department cannot always save money and sometimes must pay a premium for urgently needed items. But, by adhering to its "watchdog" pursestring policies, the department has effected savings of more than two and a half million dollars over the past two and a half years.

Practicing economy like this on all fronts helps us deliver electricity today far cheaper than we could 20 years ago.

HAVE A CIGAR ON-



Mr. and Mrs. John Phares announce the birth of twin daughters, born May 29. Mr. Phares is a meter reader at Nederland.

Mr. and Mrs. Frank Osborn are parents of a daughter, **Diana**, born May 27. Mr. Osborn is a serviceman at Orange.

Mr. and Mrs. Dude Johnson announce the birth of a daughter, **Paula Ann**. She was born May 30. "Papa" Dude is with the Sales Department at Orange.

Mr. and Mrs. Eugene Andre announce the birth of their second son, **Mark Steven**, born March 19. Mr. Andre is in the Baton Rouge Production Department.

Mr. and Mrs. Roy N. Beatty are parents of a son, **Roy Norbert Jr.**, born March 27. Mr. Beatty is in the Baton Rouge Production Department.

Mr. and Mrs. Carrol Walters, (she's a former cashier in the Beaumont Credit and Collections Department) announce the birth of a daughter, **Linda Carol**, who arrived May 15.

Mr. and Mrs. Gerald Bevers, Navasota, are the parents of a girl, born May 13. Mr. Bevers works in the T & D department in Navasota.

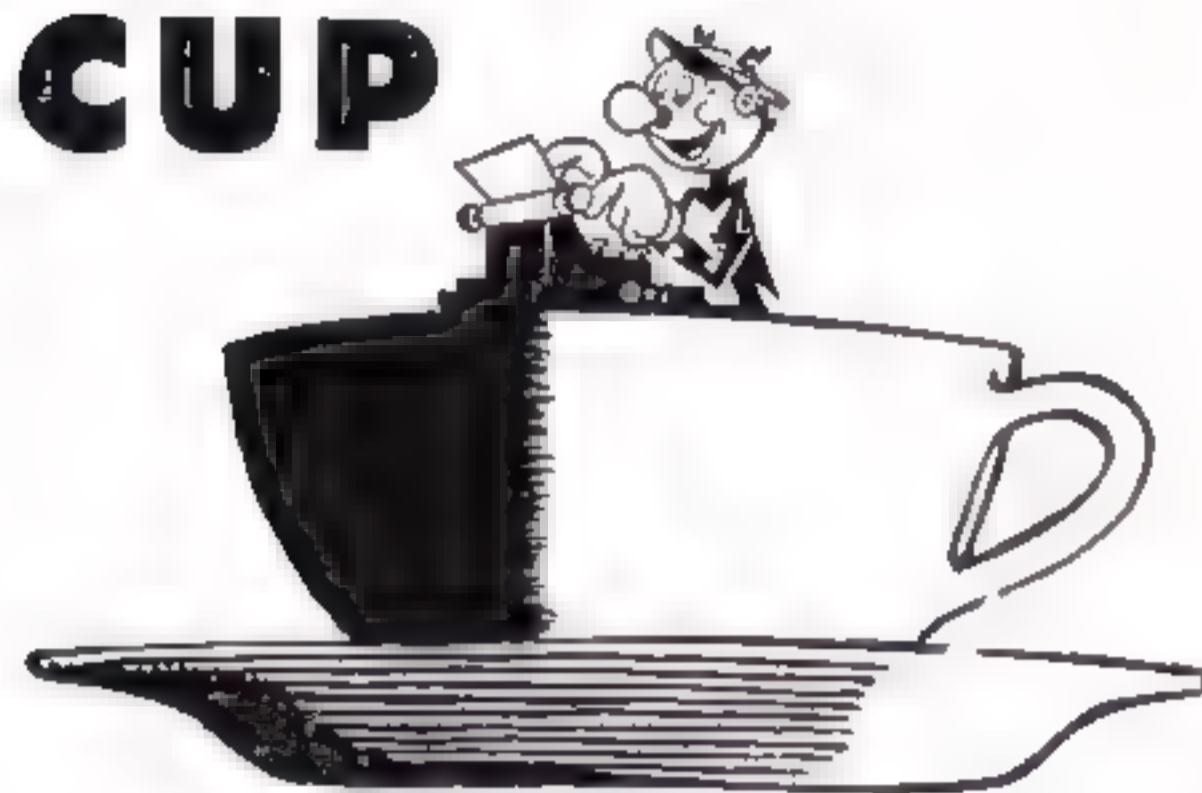
Mr. and Mrs. Clifford Lynn Madsen announce the birth of a son, **Eddie Lynn**, born May 30 in San Diego, California. The proud grandfather is **Edward P. Madsen** of Louisiana Station in Baton Rouge.

Mr. and Mrs. James E. Crowley are the parents of a girl, **Elizabeth**, born May 28 in Lake Charles. Mrs. Crowley, the former Elwin Brown, is the daughter of **Harold E. Brown**, division manager.

Mr. and Mrs. Claude Patin are parents of twin sons, born May 10. The boys have been named **Leland** and **Leonard**. Mr. Patin is a garage mechanic, at Lafayette.

Lt. and Mrs. Gerald L. Mouton are parents of a daughter, **Geralyn Anne**, born May 10. Mrs. Mouton is a former clerk at the Lafayette office, and a former PLAIN TALKS reporter.

over the COFFEE CUP



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint *PLAIN TALKS* readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporter is, you can more easily supply her with information which she and *PLAIN TALKS* are happy to have.



Mrs. Dora Porter

Dora, pre-audit clerk in the Billing Department, Beaumont, started working for Gulf States in September, 1947. She began in the Stencil Department and was later transferred to the Billing Department. Her husband, Walter, is an electrician at Magnolia Petroleum Company. Dora's favorite pastimes include, fishing, bridge and singing in the choir at Roberts Avenue Methodist Church.



Martha McGehee



Miss Martha McGehee of the Baton Rouge Purchasing Department and John Neil Stewart of Leland, North Carolina, were married May 24. The ceremony was in the Presbyterian Church, with the Rev. J. K. Aiken officiating. After a wedding trip along the Gulf Coast, the couple resides at 2830 Ralph Street.

Karen Brown, Purchasing Department, drove to Mexico City and Acapulco recently with her husband who is in the Air Force. The couple particularly enjoyed Acapulco and Horse-tail Falls in Monterey. They brought back slides of their trip.

—By Ethel C. Sharp

Two Baton Rouge Gulf Staters, George Hall, T. & D., and David Foster, Gas Department, both colored employees were killed in a one car accident four miles northwest of Port Allen on June 3.

Two others were killed and another seriously injured in the same accident.

Investigating officers surmised that the driver lost control of his speeding car as he rounded a slight curve on the highway and that the vehicle skidded sideways about 100 feet and struck a tree.

Joyce Cox, Rural Sales Department stenographer, and Frances Dier, book-keeper, honored Martha McGehee with a bridal shower last month. Martha married Neil Stewart, May 24, in Monte Sano Presbyterian Church, Baton Rouge. She is office clerk in the Purchasing Department.

Stanton Wilsford, brother of Home Service Advisor Evelyn Wilsford, married Jo Ann Miller in the First Methodist Church in Baton Rouge, May 23.

Philip Marquette and family vacationed at home this year.

Employees celebrating their birthdays last month were: Gail Chambliss, Joyce Cox, Lester Landry, Philip Marquette and W. D. Spillman. Those having birthdays this month are R. J. Robertson and Walter Benjamin.

Carl Andrews, son of R. M. Andrews, superintendent of Residential Sales, entered Louisiana State University this month after graduating from Baton Rouge High School. Carl plans to do pre-dental work here.

W. M. Goff, supervisor of Residential Sales, is president of his Sunday School class at the First Presbyterian Church of Baton Rouge. R. M. Andrews, superintendent of Residential Sales, is vice-president of the same class.

—By Lois Landry

Miss Roberta Mae Zuccaro, daughter of Mr. and Mrs. Augustine Zuccaro of Baton Rouge, was married to Sgt. Walter Raymond Cogburn May 24. Sgt. Cogburn is the son of Mr. and Mrs. Walter Hill Cogburn of Timpson, Texas. Roberta Mae is employed in the Baton Rouge T & D Department.

—By Margie Force



Mr. and Mrs. Cogburn

Evelyn Ann Brown, 14-year-old granddaughter of **Mr. and Mrs. R. H. Lawton Sr.**, was named salutatorian of the graduating class at Morgan City Junior High School. She is the daughter of **Mr. and Mrs. T. E. Brown**. Mrs. Brown is the former **Jean Lawton**. Grandpa Lawton is superintendent of Louisiana Station.

The **Samuel A. McKenzies** have returned from a three-weeks' vacation in St. Louis, where they visited Mrs. McKenzie's family. Mr. McKenzie is at Louisiana Station.

Louisiana Station employees who attended the Short Circuit Club picnic May 11, at the U.C.T. Grounds have commented on what a wonderful time they had. It seems this was one of the best picnics we have had. We all express our appreciation to those persons responsible for making the event so successful.

The **Stanley E. Davis** family have moved into their new home on Greenwell Springs Road.

Congratulations to the new car families: the **Virgil P. Brauds** have a new 1957 Ford; the **Howard Chaney**s have a 1957 Pontiac and the **Guy R. Reids** have a 1956 Buick.

Louisiana Station employees have enjoyed recent visits to the plant by annuitants **Nolan T. Graves** and **William L. Harger**.

—By Marion Brown

George Guins, district serviceman in Zachary, has been elected president of the Zachary Lions Club. The club's current major project is a city park for Zachary, for which the club recently purchased several acres.



Earl Broussard, Lafayette residential sales representative, has been appointed captain in the Louisiana National Guard and company commander of Company "E" of Opelousas.



Two Gulf Staters have been named to offices in the Beaumont Section of the American Institute of Electrical Engineers. Chosen to serve as secretary-treasurer for 1957-58 was **Ernest A. Baumgartner**, relay engineer. **Howard Mack**, project engineer, will serve on the executive committee.

Kathi Spafford, daughter of **Mr. and Mrs. Ralph B. Spafford**, (he's superintendent of residential sales), has been named one of seven winners of the annual national French contest. She placed third in the second-year French division and received a medal, a certificate, and honorable mention. Kathi graduated from Beaumont High School this year.

Victor P. Gayle, sales promotion director, has been elected governor of the South Texas District of Sertoma International and will take office July 1. Clubs under his jurisdiction will include those of San Antonio, Houston, Port Arthur and Beaumont. Mr. Gayle has served as lieutenant governor of the organization, and as president of the Beaumont club.

—By Lola Martin

Mrs. Kay Crain is a new stenographer in the Advertising Department. She replaces **Mrs. Reba Lovett** who has resigned. Mrs. Crain is the daughter of Floyd R. Smith, operating superintendent at the Beaumont Service Center.

LAFAYETTE

Rayford Bertrand joined our ranks May 20. Rayford hails from Redeil, Louisiana, and is now living at 527 Cedar Crest Court in Lafayette. He is employed in the T & D Department.

Happy birthday to **Denis Dugas, Jr.**, **Allen Hernandez**, **Edwin Judice**, **Wilfred Duhon**, **Douglas Provost** and **Hugh Foreman**, who celebrate birthdays this month.

—By Cynthia DuBois

An article by **G. B. Oglesbee**, general line foreman of the Beaumont Division, was published in the May 27 issue of "Electrical World." Mr. Oglesbee's article described the new wire-reel buggy. The home-made buggy has an especially designed hydraulic brake which makes stringing hot wires safer and easier.

Al Gajeske and **Ed Smith**, both of the Purchasing Department, Beaumont, have been chosen president and secretary-treasurer, respectively, of the 20-30 Club, Beaumont civic organization.

Otha Hughes, a senior clerk, has returned to the Credit and Collections Department, after having spent two weeks recuperating from an operation.

P. N. Masterson, Credit and Collections Department, has been elected chairman of the Public Utility Group of the Retail Credit Executives of Texas for 1957-58. This group is comprised of all the credit men from the major utility companies of Texas (gas, electric and telephone). It meets regularly to discuss common credit and collection problems and to plan better ways of handling these problems. The election was held at a meeting of the Retail Merchants Association of Texas in Fort Worth May 17-22.

—By Helen Fay Clark

The Billing Department is happy to have **Gloria Horn**, **Johnnie Akin** and **William Speights** as new employees.

It's good to see the vacationers back at work. **Mary Dewey** spent one week of her vacation visiting with her family.

Ruby Seaman has resigned her position with the Billing Department, to be with her husband in San Antonio. He has recently returned from Japan and the Philippines.

—By Dora Porter

Sympathy

PLAIN TALKS joins their many friends throughout our system in expressing sympathy to **Mr. and Mrs. J. B. Coltharp**, (he's system operations manager) on the loss of their son, **J. B. Coltharp Jr.**, who died suddenly in his sleep at the Coltharp's home in Beaumont on June 10. "Jimbo", 21, was a student at the University of Texas and was home for summer vacation. Funeral services were held in Beaumont. Besides his parents, the youth is survived by three sisters, **Mrs. Azilee Monroe** of Philadelphia; **Myrtis**, who graduated from Beaumont High School this month; and **Dove Antoinette**, a high school senior next year; and two brothers, **Marcellus**, now on duty in Australia with the U. S. Navy and the youngest, **Tommy**, 13.

SNAKES ALIVE!

They're in this Area, So Watch Your Step

We Gulf Staters live in "snaky country". Frequently we read of cases of snake bite in this region, and often these cases are fatal ones. During the next several months most of us will be outdoors more often, picnicking, swimming and fishing and we may be on the home ground of these killers. To help make sure that none of us will be among their victims, here are some illustrated "do's" and "don'ts" — tips on how to avoid snake bite injuries. The tips, from the National Safety Council, are mostly just applications of good old-fashioned "horse-sense". But if followed, they can help prevent a painful bite and perhaps death.



Avoid brush and undergrowth as much as possible

G. G. Braud, administrative assistant in the Tax Department, attended a two-week active training course at U.S.M.C. Camp Pendleton, near San Diego, June 3-17. Mr. Braud is a sergeant in the Marine Reserve unit in Beaumont.

Miss Ann Menefee, Beaumont System Engineering, has received her certificate of completion of courses in the Office Management Association. The seminar was conducted at Lamar State College of Technology.



Never reach under a log—Gloves are a good idea

ORANGE

W. R. House was recently confined to Orange Memorial Hospital for a check-up. We're happy to report the doctors agreed he'll be around for awhile longer.

C. R. Nantz spent several days in Washington last month, attending a Red Cross meeting.

J. P. Pevoto attended a Retail Merchants Association meeting in Fort Worth, recently.

Kenneth Armstrong is a new employee (for the Summer) in the Sales Department. Ken is a ministerial student at Baylor University. **Charley Parker**, Lamar Tech student, is a Summer employee in the Engineering Department. Other new employees are **Herman Hall Jr.**, T & D Department; **Patsy Evans**, stenographer; and **Jewel Andress**, Accounting Department. We're happy to have all these new people.

Frank Otto, Engineering Department, spent his vacation working on his new home.

—By Reba Willey



Don't step over a log, but on them, and with boots



Have a first-aid kit handy and know how to use it

GROWING with Gulf Staters



One way to keep cool is demonstrated by Neiland Leroy Butler, son of Mr. and Mrs. Elver L. Butler. He was four and a half months old at the time the picture was snapped. Mr. Butler is with the Calvert Accounting Department.



This newcomer to the Gulf States family is Roy Norbert Beatty Jr., who was born March 27. Mr. Beatty is employed in the Production Department at Baton Rouge.



Pamela Walker, holding Susan Clayton, is the daughter of Mr. and Mrs. Richard D. Walker. Mr. Walker works in the T & D Department in Baton Rouge.



"Sitting pretty" is Debra Fay Mitchell, daughter of Mr. and Mrs. Edd L. Mitchell Jr. She was 16 months old when the picture was made. Mr. Mitchell is with the Calvert Accounting Department.



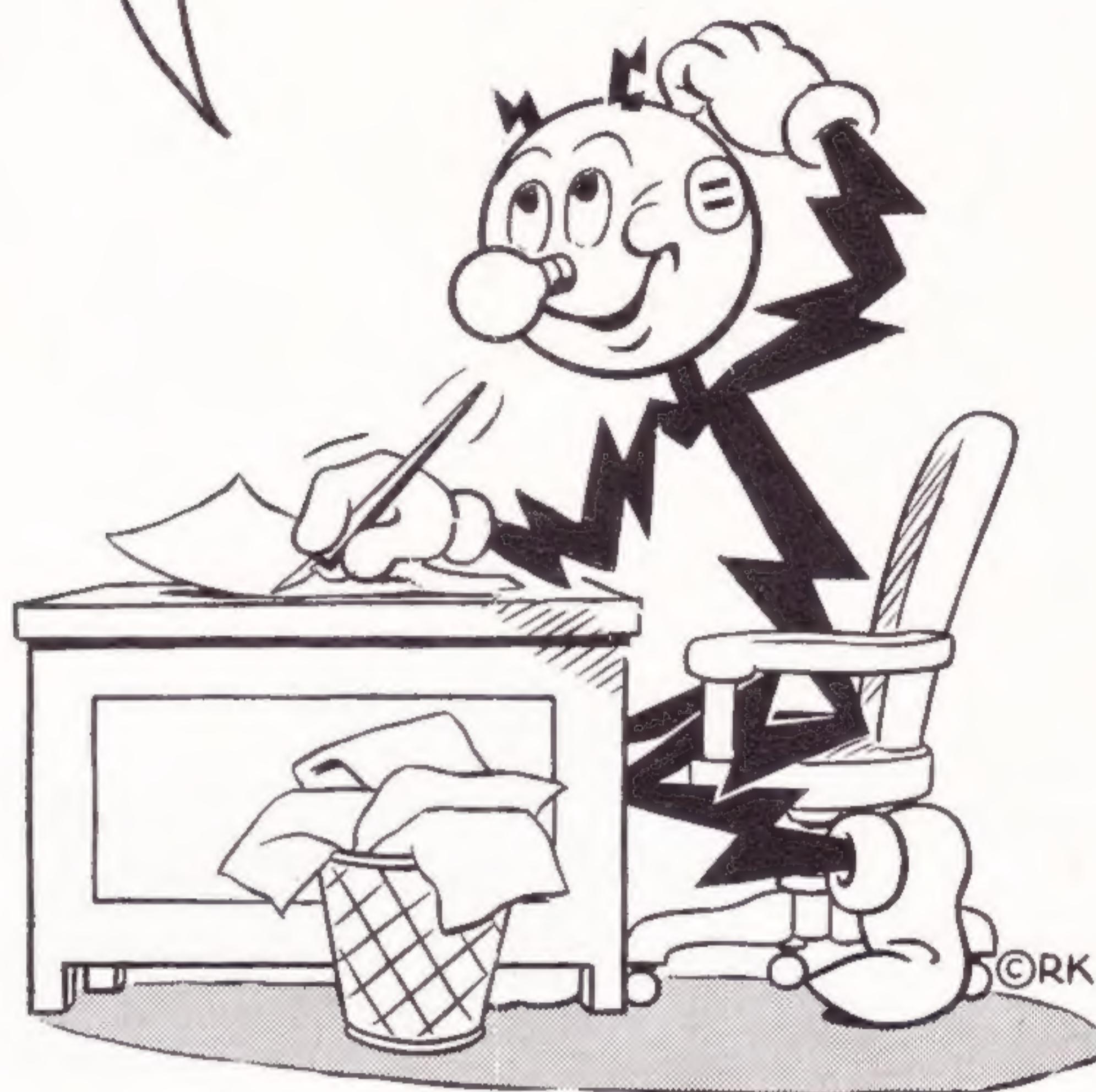
Susan Elizabeth Clayton, born last February 9, is the daughter of Mr. and Mrs. Thomas R. Clayton, and granddaughter of Mr. and Mrs. Jeff Roberts. Mr. Clayton and Mr. Roberts both work in the T & D Department, Baton Rouge.



Dressed for a party? These two young ladies are daughters of Mr. and Mrs. Phillip Marquette. Barbara is 22 months old and Karen is four years old. Mr. Marquette is with the Baton Rouge Sales Department.

HEY, GULF STATERS!
SEE HOW IT PAYS TO
BRAINSTORM FOR
SAFETY!

SAFETY



Safety Department Offers Five Dollars For Your Ideas

We all know safety pays. It pays in sound, healthy employees and in precious time saved — both on and off the job.

Now your Safety Department has come up with a contest which gives all Gulf Staters an opportunity to make safety pay off in dollars. All you have to do is think of as many safety "brainstorm" entries as you wish, (Example: Nail down throw-rugs if they are placed near the head

or front of stairs.) write 'em up and send 'em in to the Safety Department in Beaumont. Every safety "brainstorm" selected earns \$5 for its originator.

Send in as many safety "brainstorms" as you wish. Entries will be judged for the month in which they are received. Start sending in your July entries today!



Company Wins Awards For Safety Records Both On And Off-The-Job

Pictures of the awarding of plaques may seem commonplace to some, but these two being presented to Baton Rouge Division Manager H. E. Brown by Frank Jones, our safety director, represent a lot of conscientious safety effort on the part of all Company employees.

The award held by Mr. Brown was presented for a noteworthy safety performance by employees on-the-job in 1956. It was awarded by the National Safety Council.

Mr. Jones holds the one we received from the Texas Safety Association for outstanding industrial off-the-job safety achievement for 1956.